

11th International Conference on Restructuring of the Global Economy (ROGE)

8-9 August 2022
University of Oxford
Saïd Business School, Park End Street, Oxford OX1 1HP

Hosted by
Centre for Business & Economic Research, (CBER), UK
The Faculty of Commerce and Business Administration
Future University in Egypt

Conference Programme
Method - Integrity - Camaraderie



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All conference participants receive a certificate of contribution with 15 CPD credits for participating and presenting at this virtual conference

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Welcome to CBER 2022 International Conference

Dear Conference participants

We warmly welcome you to the 11th International Conference on Restructuring of the Global Economy (ROGE) organised jointly by the Centre for Business & Economic Research (CBER), London, UK and the Faculty of Commerce and Business Administration, Future University Egypt. We want to foster an intellectual curiosity that draws on the wisdom of the past while also encouraging new ideas. It is our sincere hope that during our conference, new and purposeful relationships will be formed that will benefit everyone involved.

In a world of rapid, and sometimes bewildering change it is heartening that this conference has been borne out of a spirit of collaboration and cooperation. It is hoped that ROGE-2022 will afford an opportunity for dialogue between local and international delegates as well as affording a platform for leading specialists and thought leaders from across the globe. Conferences of this nature are an important reminder that excellence in any given field is dependent upon self-reflection, benchmarking and the quest for fresh knowledge and insight.

The Centre for Business & Economic Research (CBER), UK and Future University in Egypt, believe these times require bold and imaginative thinking and trust that ROGE will generate stimulating discussions and healthy debate. Together we have an opportunity to focus on the here and now, as well as explore matters of profound importance for our communities, countries and indeed the world. We are grateful to all those who share our aspirations and vision and are particularly thankful for the support of the conference sponsors.

We are indebted to the reviewers for the important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers and session chairs in anticipation of their important contributions. To all the academics who have placed their research in the public domain via this conference, we are grateful for your good faith and trust.

We hope that you all appreciate that the situation around COVID-19 is still fluid in some parts of the world and thus we endeavoured to act according to official guidance. Our primary consideration is the safety and well-being of participants and thus we hope that you will understand why we have chosen to organize this conference Hybrid mode. However, most of the participants are joining in person while some cannot be with us physically but will share their research output by attending digital mode. This is a new normal for many organisations and this is still a great opportunity for us to gather, collaborate and share intellectual insights. The conference will entail inspiring keynote addresses, special workshops and organised track sessions using advanced technology. The international nature makes this conference even more fascinating.

We earnestly hope that this conference will prove to be both positive and purposeful and enable us all to listen, discuss and ponder on subjects that warrant attention and reflection. Thank you for being a part of ROGE-2022

We wish all participants a stimulating conference.

Prof. Ebada Sarhan

President, Future University in Egypt

Dr. P. R. Datta

Executive Chair, Centre for Business & Economic Research (CBER) and Regent College London, UK

ROGE-2022 CONFERENCE COMMITTEE MEMBERS

Conference Chair

- **Dr. P. R. Datta**, Centre for Business & Economic Research, UK; Regent College London, UK
- **Prof. Ebada Sarhan**, President, Future University in Egypt

Conference Committee

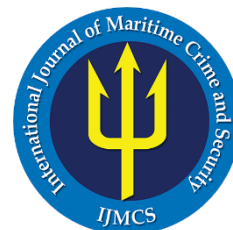
- **Prof. Warren Mathews**, Belhaven University, USA
- **Dr B.R. Chakraborty** – Centre for Business & Economic Research (CBER), UK
- **Prof. Srinivasan Sampalli**, Dalhousie University, Canada
- **Prof. (Dr.) Deepraj Mukherjee**, Kent State University, USA
- **Prof. David Graves**, Centre for Business & Economic Research (CBER), UK
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- **Dr Justin H. Beneke**, University of Winchester, UK
- **Dr Abdul Rahim Soomro**, Centre for Business & Economic Research, UK
- **De. Zulema Blair**, MEC faculty lead, Medgar Evers College of the City University of New York, USA
- **Dr. Wallace Ford**, Medgar Evers College of the City University of New York, USA
- **Santosh Chandra Sarker**, Centre for Business & Economic Research, UK
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- **Prof. Jo-Ann Rolle**, Dean, Medgar Evers College of City University of New York.
- **Prof. Małgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland
- **Prof. (Dr.) Juan Carlos Botello**, Universidad Popular Autónoma del Estado de Puebla, Mexico
- **Prof. Nagwa Khashba**, Dean Faculty of Commerce and Business Administration -Future University in Egypt
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- **Prof. Azza Mohamed Hegazy**, Vice Dean for Community Service and Environmental Affairs- Future University in Egypt
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ROGE-2022 Editorial Advisory Board

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- **Dr. Mike Wagner, Director**, Master of Arts in Human Resources Program, Carl H. Lindner College of Business, University of Cincinnati, USA

SPONSORS



Tracks and Session Chairs

Day-1: Monday, 8th August 2022

Session-1: Inaugural Session (HYBRID MODE)

Prof. David Graves, Centre for Business & Economic Research, UK

Session-2: Business and Management

Prof. Urvashi Sharma, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, India

Session-3: Finance, Banking & Accounting-Session 1

Prof. Małgorzata Magdalena Hybka, Poznań University of Economics and Business, Poland

Session-4: New Marketing Trends-Session 1 (VIRTUAL MODE)

Dr Rachel A. English, University of Leicester, UK

Session-5: Human Resource Management (VIRTUAL MODE)

Dr Mike Wagner, University of Cincinnati, USA

Session-6: Professional Development Workshop

Dr Yehia Sabri Nawar, London South Bank University, UK

Session-7: Spotlight speakers (HYBRID MODE)

Dr Richard Fairchild, School of Management, University of Bath, UK

Session-8: Teaching and Learning for Lifelong learning Sector

Dr Chris Wood, Director of Research, Publications and Enrichment at Regent College

Session-9: Finance, Banking & Accounting-Session 2/Teaching and Learning for LLLS (VIRTUAL MODE)

Dr. Marwa El Maghawry Ibrahim, Future University in Egypt

Session-10: New Marketing Trends-Session 2

Dr Justin Beneke, Canterbury Christ Church University, UK

Session-11: Keynote address and Fellowship Award Ceremony (HYBRID MODE)

Prof. David Graves, Centre for Business & Economic Research, UK

18.30 PM-20.00 PM: MIX & MINGLE NETWORKING SESSION ON THAMES

Day-2: Tuesday, 9th August 2022

Session-12: Keynote addresses (HYBRID MODE)

Gerald Doyle, Fraud & Financial Crime Consultant, UK

Session-13: Human Resource Management-session 2

Dr. Zeinab Shawky Younis, British University in Egypt, Cairo, Egypt

Session-14: Special panel session on Education

Prof (Dr) Padmakali Banerjee, Vice Chancellor, Sir Padampat Singhanian University, India

Session-15: Meditation and Leadership

Prof. Srinu Sampalli, Dalhousie University, Halifax, Canada

Session-16: Growth and Economic Development (VIRTUAL MODE)

Prof. Pellegrino Manfra, City University New York, USA

Session-17: Keynote addresses and MIS (VIRTUAL MODE)

Dr. Ghada Refaat, Future University in Egypt

Session-18: Special panel session on post Covid-19 Tourism (HYBRID MODE)

Prof. Atish Prosad Mondal, St. Xavier College, Kolkata, India

Session-19: Globalisation and International Trade

Dr. Warren Matthews, Professor of Economics, Belhaven University, USA

Session-20: New Marketing Trends/Growth and Economic Development

Prof. (Dr.) Deepraj Mukherjee, Kent State University, USA

Session-21: E-poster presentations (VIRTUAL MODE)

Pro. (Dr.) Gairik Das, IISWBM, Kolkata, India

Session-22: Closing session and announcements (HYBRID MODE)

Prof. David Graves, Centre for Business & Economic Research, UK

11th International Conference on Restructuring of the Global Economy (ROGE)-University of Oxford, UK

Co-Sponsors



Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing, and supporting excellence in Business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policymakers, thought leaders and those engaged in diverse commercial activities. Through both its researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by creditable research methods and a thorough and objective approach.



Future University in Egypt is one of the prominent private universities in Egypt. Founded in 2006, by the Presidential Decree 254/2006 according to law number 101/1992 and executive regulations 219/2002, Future University in Egypt (FUE) is a leading private university strategically located in the heart of new Cairo, and is dedicated to excellence in teaching, research & service. FUE is an educational institute committed to distinction, innovation, and quality standards. FUE's priority is to stay abreast with the national, regional, and international changes taking place in the interrelated fields of education, scientific research, and community development, while consolidating values and professional ethics.

We provide a creative, nurturing campus environment where our students can realize their potential, can learn from the best and most talented faculty staff, and can go on to make a positive difference after they graduate.

We offer a rich and rewarding educational experience to all who choose to focus on excellence. FUE advances in QS World Universities Ranking- Arab Region 2022 to be ranked the first among all private universities in Egypt, 7th position on public universities, and 51-60 among Arab Universities.

According to the QS World University Ranking 2023, Future University in Egypt has been ranked 1001-1200 globally, 1st on Private Universities in Egypt, the fourth among all Egyptian universities and the 10th among African universities.

FUE Vision

To pursue an advanced worldwide ranking among universities



Medgar Evers College is a senior college of The City University of New York, offering baccalaureate and associate degrees. It was officially established in 1970 through cooperation between educators and community leaders in central Brooklyn. It is named after Medgar Wiley Evers, an African American civil rights leader. The College is proud of the vital academic programs offered through

its five schools with the new School of Education. It is School of Business; School of Education; School of Liberal Arts; School of Professional and Community Development; and School of Science, Health, and Technology. Under the current leadership of Dr. Patricia Ramsey, President, the College believes that education has the power to positively transform the lives of individuals and is the right of all individuals in the pursuit of self-actualisation. Consequently, the College's mission is to develop and maintain high quality, professional, career-oriented undergraduate degree programs. Their rigorous curriculum, new degree programs and ever-expanding, award-winning faculty produce global citizens who are equipped for high-quality jobs. The College's diverse student body is presented with opportunities and new worlds through the Center for Black Literature, the Caribbean Research Center, the Center for Law and Social Justice and The DuBois Bunche Center for Social Policy.



"The end result of education is character." – Dr Selva Pankaj, Principal & CEO

Regent College London (RCL) was established in 2010 to provide alternative progression routes into higher education. We expanded in 2013, working with multiple university partners to deliver a broad range of higher education programmes across four Schools: Allied Health, Business and Enterprise, Computing and AI and Engineering and Creative Sciences. RCL welcomes students of all ages and backgrounds. In 2022, we serve over 5,000+ students from across the globe and have an academic and professional team of more than 300.

We aim to provide a stimulating, supportive learning community for all and this is enabled by a blended learning approach, with an emphasis on flexible digital delivery, allowing students to study alongside other responsibilities. This is supported by our academic skills, careers, and library services, as well as our vibrant enrichment programme, providing spaces for students to engage in a diverse range of co-curricular, non-assessed learning opportunities. In addition, we have also developed our flagship 'Thinking into Character' programme, designed to aid students' personal growth, and accelerate their professional success alongside their academic studies. Promoting an active, research-engaged culture is central to RCL's vision. We support our community to engage with high-quality, evidence-based research and encourage staff to pursue their own research interests. Our dedicated team actively champions research engagement across all Schools and organises consultative groups, workshops, and conferences, and produces a bi-monthly newsletter dedicated to research.



The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The objectives of the JBRMR are to attract and publish theoretical, conceptual, and empirical manuscripts from academics and professionals from all disciplines regarding a wide range of contemporary issues in business and retail management. The aims of the journal are to disseminate knowledge; provide a learned reference in the field; and facilitate communication between academic and research experts, and executives.



To keep pace and to be at par of the developing world in the field of maritime higher studies and research, Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh, the first Maritime University of the country, was established by the BSMRMU, Act No. 47 of 2013. The University started its journey as the 37th public university in the country, the 3rd Maritime University in South Asia and the 12th Maritime University in

the world upholding the motto "We Strive for Maritime Excellence." The university conducts both graduate and post-graduate courses in various fields, which includes subjects related to Safe Operation, Handling and Management of Ships, Port and Shipping Administration, Maritime Technology, Naval Architecture, Oceanography, Marine Science, Hydrography, Ocean Engineering, Offshore Engineering, Coastal Engineering, Maritime Laws, Maritime Security and Strategic Studies, Business Studies, Information and Computer technology, Environmental Science etc.



The International Journal of Maritime Crime and Security (IJMCS) is the first high-quality multi/interdisciplinary journal devoted to the newly identified field and academic discipline of maritime security and the study of maritime crime. The latter has been neglected, as the scientific study of crime has remained essentially landlocked. The Journal covers the following broadly constructed and interpreted disciplines as they relate to maritime security: economics, environmental studies, global governance studies, anthropological and cultural studies, human factors and psychology, security, criminology and crime science, cyber security, international and national law (Maritime Law, Law of the Sea and National Jurisdictions), political and policy perspectives, strategic security and war studies, naval and maritime history as they relate to current issues, maritime crime, including cyber-crime, fraud, piracy and armed robbery at sea, Illegal, Unregulated and Unreported (IUU) Fishing, smuggling, people trafficking, illegal immigration, stowaways and pollution, disaster management and resilience at sea and in littoral areas. 'Maritime Security' includes the port facility, offshore platform, and undersea resource extraction security – not just ships

CONFERENCE CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CHAIRS



Dr. P R Datta
Executive Chair
Centre for Business & Economic Research, London, UK.
Regent College London, UK

Dr Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, MSc in marketing from Glamorgan University, UK and PhD in Marketing, University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK, and various professional bodies, including the British Academy of Management, the European Marketing Academy, and the European Institute for Advanced Studies in Management. Currently, Dr Datta holds the Executive Chair of the Centre for Business & Economic Research (CBER) position and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR), and also a Senior lecture in Strategic Marketing and leadership at Regent College, UK. Dr. Datta has published extensively in international refereed journals and conferences, and several of his publications have received positive feedback from business and management scholars. In 2019, he was recognised in the United States by the US Congress, the New York State Assembly, and the NYC Small Business Service for his research contribution.

His book: Relationship Marketing for Enhancing Customer Retention (2018) is currently available in five languages. He published 5 books, including "We're doomed! Brexit Revisited," co-authored with Mark T Jones and Anidya Dasgupta, is published in September 2020, The Art of Entrepreneurship: the path to success and wealth creation, co-authored with Luiz Alberto Alves Dos Santos and published in February 2022. He is a regular contributor to international academic conferences. He contributes regularly various business and higher education articles in prominent English language daily newspapers in Bangladesh. Such is the level of insight that he brings to the specialism areas that he has made several television appearances in the UK and Bangladesh. A seasoned traveller, Dr Datta has visited over 75 countries.

Prof. Ebada Sarhan
President, Future University in Egypt



Prof. Ebada Sarhan is the founding President of Future University in Egypt. Professor Sarhan is an Egyptian pioneer in the field of Computer Science and Information Technology with over 35 years of professional international and regional experience, over 45 scientific articles and books, and various consultancy projects. He is a member of several organizations including: the Egyptian Academy for Scientific Research and Technology, the Egyptian Computer Society, the Egyptian Engineering Syndicate, the Scientific Committee of the International Conference of Artificial Intelligence, the Egyptian Teachers' Syndicate. Prof. Sarhan is the editor in chief of Future Computer Journal, and a member of several professional international organizations including: the British Computer Society, the UK Institution of Electrical Engineers, and the US Institute of Electrical & Electronics Engineers (IEEE).

KEYNOTE SPEAKERS

Prof. Chris Bellamy, Professor Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security, UK

Chris Bellamy is Professor Emeritus of Maritime Security at the University of Greenwich, where he was from 2010 to 2014 Director of the Greenwich Maritime Institute. He is also a visiting Professor at the University of Hull, and in 2018 completed a Visiting Research Fellowship on the Changing Character of War (CCW) Programme at the University of Oxford, on Hybrid Warfare in Russian Military Thought. He is the author of eight major books. His penultimate book, *Absolute War: Soviet Russia in the Second World War* (Pan/Macmillan, 2007, 2009, Knopf, 2008) has been translated into several languages – Spanish, Italian, Czech and Estonian, and for which he won the 2008 Westminster Medal for Military Literature. In 2019 he was appointed founding Editor-in-Chief of the new *International Journal of Maritime Crime and Security* (IJMCS), ISSN 2631-3855 (print), ISSN 2631-3863 (online). The first two issues (February and September 2020) are now available. In November – December 2019 he taught at the Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU) (Dhaka) from 30 November to 5 December.

*Dr Alan Parkinson
Deputy Director (Education) and Principal Teaching Fellow, School of Management, University College London*



Alan is Deputy Director of the School of Management with responsibility for Education, responsible for curricula of UG and PG Programmes, line management of teaching staff. He is Principal Teaching Fellow in Accounting, and Teaching Lead: Accounting. He is a qualified accountant (FCCA and ACMA/CGMA), with a Doctorate in Education (EdD), an MSc in Business, a Higher Education Teaching Certificate, and an MA in Early Modern History. He is Professor in Managerial Accounting at Ecole des Ponts, Paris. He specialises in Managerial Accounting, and Financial Management, and contributes to more generic accounting modules. His scholarship interests are accounting history, technology in education, and curriculum design/evaluation. He has extensive international training and consultancy expertise. He has published custom textbooks, scholarship papers, and presents regularly at international scholarship conferences. He has held a number of senior positions elsewhere: Director of the master's Programmes in the School of Business and Management at Queen Mary, University of London; Head of Centre for Financial Management, and MBA Programme Director in the Open University Business School; Director of Accounting Studies in Hatfield Polytechnic, Head of School of Accounting and Taxation, and Sub-Dean of the Faculty of Administrative Studies at South Bank Polytechnic. In February 2018 he was voted UK Public Sector Accountancy Lecturer of the Year by PQ Magazine, and Accountancy magazine read by up to 40,000 students. In November 2017 he was part of the team which received the UK National Learning Technology Gold Award for the Best Learning Simulation.



*Prof. Nagwa Khashba
Professor of International Economics
Dean Faculty of Commerce and Business Administration
Future University in Egypt*

Professor, Nagwa Aly Khashaba is the Dean of Faculty of Commerce and Business Administration at Future University in Egypt. Formerly, Dean of the Faculty of Commerce, Suez Canal University in Ismailia, during the period of 2005-2008. Adding to the above, holding many positions as Vice Dean for Community Service, Vice Dean for Post Graduate Studies, as well as Head of the Economics Department. Prof. Nagwa earned her bachelor's degree in economics from the Faculty of Economics and Political Science, and a Ph.D. in Economics, from Assuit University, specialization, International Economics. As a Professor of

Economics, she is a member of the "Standing Committee" at the Supreme Council of Universities and a referee for many scientific periodicals and Journals. She was also a member of the Board of Directors at the "Egyptian Society of Political Economy, Statistics and Legislation" since elected in year 1997 and re-elected until 2015, as well as member of the "National Council for Women", Economic Committee from October 2001 till March 2010, and was a Fulbright Scholar. Regarding the scientific theses, that were previously supervised or currently under supervision are about forty-six (46) theses, as well as 113 theses discussed through the Judgment and Discussion Committee.

Hon. Minister, Dr. Ibrahim Mohammed Awal
Ministry of Tourism, Arts and Culture (Motac), Ghana



Honourable Dr. Ibrahim Mohammed Awal is currently Ghana's Minister for Tourism, Arts and Culture. Dr. Mohammed Awal trained and worked as a journalist and a marketer for several years with Ghana's premier newspaper and media house the Graphic Communications Group Limited. He joined the Graphic Communications Group as a reporter, page editor, advertising manager, general manager, and finally led the company as its Chief Executive Officer. In the area of entrepreneurship, Dr. Mohammed Awal once led the affairs of Chase Petroleum Corporation, a downstream oil and gas company that operates in Ghana. He also founded and led Marble Communications Group Limited, a private media and publishing house in Ghana as its Chief Executive Officer. Also, as an entrepreneurial expert, Dr. Mohammed Awal had the occasion to offer his services as a consultant in the areas of business strategy, management, marketing, and communications, offering his services to Diplomatic Missions, Development partners as well as state institutions. Aside from his current political portfolio as Minister for Tourism, Arts and Culture, Dr. Mohammed Awal served as the Minister for Business Development between January 2017 and February 2021. He is the first and the only person to have served his country Ghana under that Ministry. He is widely credited for developing an Entrepreneurship Policy for Ghana whilst serving in that capacity. As an entrepreneur, Dr. Mohammed Awal is the founder and owner of a number of companies and is a strong advocate for linking classrooms to real-world experiences, and therefore has consistently maintained the need to "bring the classroom into industry, and industry into the classroom" towards creating economic transformation for Ghana and Africa at large.



Dr. Warren Matthews
Prof. of Economics, Belhaven University, US

Warren Matthews is Professor of Economics at Belhaven University, Houston Campus. He has taught at several business schools in the US over the past 25 years, mostly in MBA programs. His research is in the areas of fiscal policy, mortgage finance, public finance, and monetary policy. Prior to teaching, Professor Matthews served for 13 years as an economist for several organizations in Washington, DC. His analysis in those positions dealt with military operations analysis, coordination, economic forecasting, and mortgage finance issues. Professor Matthews was awarded the Ph. D. degree in economics by Texas A&M University. Professor Matthews is a fellow of the Academy of Business and Retail Management.

Dr. Deepraj Mukherjee
Kent State University, USA



Dr. Deepraj Mukherjee has received his Ph.D. in Business Administration with a concentration in Economics from the University of Memphis, USA. He is currently an Associate Professor of Economics at Kent State University, USA. Dr. Mukherjee also coordinates the Business Program at Kent State University, Stark Campus.

Dr. Mukherjee's areas of specialization are in international trade and business issues. His works have been published in well-known journals like *Applied Economics Letters*, *Management Decision*, *European Business Review*, and *Review of Development Economics*, among others. Dr. Mukherjee has been recognized as an excellent scholar related to emerging markets /economies and invited as an affiliate member of the Emerging Market Internationalization Research Group (EMIRG) at the University of Sydney, Australia. This internationally recognized group is tasked with looking at the economic future of several emerging markets worldwide to determine steps to be taken in their international expansion. He is also a research fellow at the Center for International Business Education and Research (CIBER) at Georgia Tech, one of the seventeen national resource centers of excellence in international business funded by the US Department of Education. Dr. Mukherjee has been the Editor-in-Chief of the *International Journal of Business and Economic Development* journal for the past four years. This journal is published in the United Kingdom and is indexed by DOAJ, EBSCO Host, ProQuest, and Cabell's Directory. He acted as an Area Editor and is currently on the Editorial Board of the *International Journal of Emerging Markets*, an esteemed journal from the Emerald Publishing House. His papers are regularly accepted at prestigious international conferences like the International Atlantic Economic Conference, American Economic Association Annual Conference, and the Academy of International Business. Mukherjee also contributed to the capacity of a reviewer for journals like *Economic Change and Restructuring*, *Journal of World Business*, and *Economic Modelling*, to name a few.



Dr Jo-Ann Rolle
Dean, Business School, Medgar Evers College of City
University of New York, USA

Dr. Jo-Ann Rolle is the Dean of the School of Business at Medgar Evers College. Dean Rolle has extensive executive leadership experience in higher education, corporate and federal government operations. In 2015 she was awarded recognition by the *Network Journal* as one of the 25 influential African American women in Business. Dean Rolle's background includes working in multiple Federal agencies, academic institutions, IBM, and consulting. In academic institutions, she has been responsible for academic leadership, academic programs, and student affairs. She has launched multiple undergraduate and graduate degree programs. She has taught courses in economics and entrepreneurship. Her skill set includes higher education administration; developing and leveraging strategic partnerships; innovation creation; small business development; disadvantaged business development; and staff development.

At Medgar Evers College, under the leadership and support of President Rudy Crew, and Provost Augustine Okereke, Dean Rolle launched the Entrepreneurship & Experiential Learning lab (EEL) in the fall of 2015. Since the EEL launch, Medgar Evers College teams have studied entrepreneurship in ten countries; published over 10 papers; initiated four international agreements and in 2016 coached the first woman to win the CUNY-wide SmartPitch competition. Dean Rolle is sought after internationally as a keynote speaker on entrepreneurship and economic development.

Dr Selva Pankaj
CEO, Regent Group, London, UK



Selva is the co-founder of Regent Group, a London based private education group. He and Tharshiny, his wife, established the business at the turn of the millennium with support from Selva's father. The organisation has grown considerably over the last twenty years and currently has more than 5,000 students, five sites across London and over 300 staff. Whilst originally launched to provide secondary and sixth form schooling, which it maintains to this day, Regent Group's largest division is now its higher education operation which has partnerships with Pearson and three UK based universities. Whilst working to obtain degree awarding powers for Regent College London, Selva and Tharshiny are also looking to expand internationally, as well as moving into new industries including real estate and e-commerce.

Selva has recently written two books, *Thinking into Character*, and *The Power of Learning from DAD*, inspired by teachings from executive education courses taken at London Business School, Harvard University and Stanford University. He is now embarking upon a part-time PhD to further his knowledge. He also enjoys fine wine and engaging in politics.



*Prof. Srinivas Sampalli
Dalhousie University, Halifax, Nova Scotia, Canada*

Dr. Srinivas (Srini) Sampalli is a professor and 3M National Teaching Fellow in the Faculty of Computer Science, Dalhousie University, Halifax, Nova Scotia, and brings with him nearly 20 years of teaching and research experience. His interests are in the areas of security and applications of emerging wireless technologies. He has successfully led industry-driven research and development projects on protocol vulnerabilities, security best practices, design of intrusion detection and prevention systems, and applications of RFID systems and NFC-enabled smart phones. His projects have been funded by NSERC, Industry Canada and the NRC. Teaching is one of Dr. Sampalli's primary passions. He has received the Dalhousie Faculty of Science Teaching Excellence award, the Dalhousie Alumni Association Teaching award, the Association of Atlantic Universities' Distinguished Teacher Award, a teaching award instituted in his name by the students within his faculty, and the 3M National Teaching Fellowship, Canada's most prestigious teaching acknowledgement.

*Prof (Dr)Padmakali Banerjee, FRSA
Vice Chancellor
Sir Padampat Singhania University, Udaipur, India*



Dr. Padmakali Banerjee is an astute Academic Administrator and a Management Professional, a thought leader, an Institution Builder, a Leadership Coach, a Celebrated Author, and an influencer. A doctorate from University of Delhi, she is the Fellow of the prestigious Somatic Inkblot Society (FSIS-US). She is 2022 WELL Mind Advisor (World Advisory -- International WELL Building Institute PBC, New York, USA). Her concepts and contributions on the Indian Skill development ecosystem have been widely recognized acclaimed on both national and international platforms. She spearheaded many innovative initiatives including the introduction of a flexible credit system, national and international academic accreditations, industry academic integration and internationalization. She has been instrumental in shaping of many organizations of repute as governing body/ editorial board member like Medanta Research Institute (one of the biggest hospital chains in India) Some of her recent awards include Esteemed Jury award 2021-22 by URS Asia One, a Pan Asia Business & News Magazine, Exemplary Leadership award in Education by Credenc & prestigious 2018 Greenbuild Leadership Award from USGBC for her contribution towards sustainability.

Her book "The Power of Positivity - Optimism and the 7th Sense" published by SAGE is a popular choice globally. She is the creator of several psychometric test tools including 'Optimism index,' a predictive tool for success, used as screening tool for selection and training and LEAPS Wellbeing Scale. As a life coach, she has a diverse network of professionals, from creative artists to corporate leaders and policy makers. She has exhibited a passion for entrepreneurship by empowering youth and developing leaders in different walks of life. She has also established a Foundation for nurturing her keen interest in upliftment and betterment of the lives of the underprivileged. She believes that empowering and educating people, especially women and other marginalized sections of society, has cascading effect in social change, sustainable development, long-term equality, and fairness. Having a strong commitment to social change, her dream is to transform the world into a happier place to live in by instilling hope and optimism in today's youth.



Dr. Mike Wagner
Assistant Professor of Management
The Carl H Lindner College of Business
The University of Cincinnati, Cincinnati, Ohio USA

Mike Wagner is Assistant Professor and Director of the Master of Arts in Human Resources program at the University of Cincinnati, USA. At UC, Mike teaches courses in Management, Business Ethics, Employee Compensation, and Leadership. He received his PhD in Organizational Psychology from Columbia University in New York City, where his research focus was on pay-for-performance and organizational change. Before UC, Mike was vice president of compensation and risk management at Fifth Third Bank in Cincinnati, as well as compensation manager at American Express in New York City. Mike was also Director of HR Measurement and Research at AXA Insurance and was a human capital consultant at Mercer Human Capital Consulting. Mike currently does consulting projects in HR strategy, compensation, and employee engagement.

Dr. Beheruz N. Sethna
Professor of Business and President Emeritus
The University of West Georgia (UWG)



Dr. Beheruz N. Sethna is Regents' Professor of Business and President Emeritus of The University of West Georgia (UWG). UWG underwent considerable growth during Dr. Sethna's 19-year tenure and went from a college with just over 7,500 students to a doctoral degree-granting, SACS Level VI university with nearly 12,000 students, and has recently been classified by Carnegie as a Doctoral University (moderate research activity). UWG acquired its first major endowment to name an academic college, awarded its first honorary doctorates, started its first four doctoral programs, awarded the first Ph.D. in University System of Georgia history outside of the four research universities, and obtained approval for and created Georgia's first and only Board-approved Honors College. Dr. Sethna awarded more degrees than every other presidential administration combined in the institution's history and started Georgia's first Advanced Academy for exceptionally gifted high school students.

Dr. Sethna is the first known person of Indian origin ever to become president of a university anywhere in America and the first person of any ethnic minority to become president in Georgia other than an HBCU. He served twice as Interim Executive/Senior Vice Chancellor for the entire University System of Georgia. The Board of Regents has awarded him a Resolution of Commendation and its Cornerstone Award; and he was recognized as the University System of Georgia Chancellor's 2012 Customer Service President and Institution of the Year. He has been awarded Resolutions of Commendation from the Governor, the Senate, and the House of the State of Georgia. He has been named among the 100 Most Influential Georgians six times and has been presented the Key to the City in two cities in Georgia. In 2014, the Carnegie Corporation named him among the "Great Immigrants – Pride of America," an honor he shares with such luminaries as Einstein and Kissinger, whose accomplishments he emphasizes, are orders of magnitude higher! He has a TEDx talk to his credit in addition to over 100 talks and addresses to academic and business leaders in many countries.



Prof. (Dr.) Srinivasan R. Iyengar
Director, JBIMS, University of Mumbai, India

Dr. Srinivasan. R. Iyengar is currently an Associate Professor in the area of Strategic Management and Marketing at Jamnalal Bajaj Institute of Management Studies (JBIMS), department of Management Studies, Mumbai University and visiting faculty at IIM Indore and Sambalpur. He holds a PhD degree in Management from Mumbai University. His areas of interests, inter alia, Strategic Management, International Business, Retail Shoppers' behaviour. He has more than 20 years of experience in corporate and academics. He is a member on the Advisory Board of Journal of Business Retail and Marketing Business Management

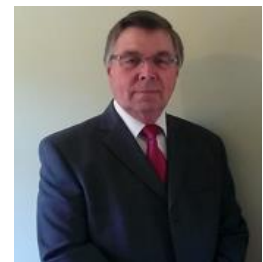
(JBRMR), *Journal of Development Research* (JDR). He is editor in chief of *Journal of Indian Retail* (JIR). He has received many awards in recognition of his academic excellence from Higher Education Forum, Rajiv Gandhi award from Indian Solidarity Counsel. He has also authored five textbooks, few are *Mall Management*, *Strategic Retail Management* and *Cases in Retail Management*. He is consulted by few organisations in the area of strategy as an independent director.

Prof. Peter Cook
University of Wollongong, Australia



Peter Cook has unparalleled experience of private maritime security, he consults for the UN's Global Maritime Crime Programme and a major flag State. As the CEO of the Security Association for the Maritime Industry (SAMI) he worked very closely with international government organisations (IMO, CGPCS, EC), alongside international shipping associations, flag and coastal States, marine insurers, admiralty lawyers and naval coalition forces at the strategic level. He was instrumental in the introduction of the internationally recognised regulatory structure for privately contracted armed security personnel (PCASP) onto commercial ships transiting the High-Risk Area (HRA) of the Indian Ocean. Within a year of the establishment of SAMI and the introduction of PCASP pirates stopped hijacking ships in the HRA. Twice listed on the Lloyd's List Top 100 of most influential people in the shipping industry. A former Royal Marines Officer who spent a significant part of his 24-year career involved in aspects of maritime security from maritime counter terrorism to formulating counter piracy policy and procedures for the UK Ministry of Defence. He is the joint Founder and Director of PCA Maritime Ltd; an independent consultancy company providing strategic level consultancy on maritime security and the utilisation of private maritime security providers. Peter is a Visiting Lecturer at University of Greenwich having also lectured at Oxford, Portsmouth, and the World Maritime University. He writes regularly on maritime security topics, often commenting in the media on maritime security related issues. He has recently moved to Australia and will be focusing on the regional aspects of maritime security the Indo-Pacific area from a public and private perspective.

Prof. David M J Graves
Centre for Business & Economic Research, UK



After a varied career in the Public Sector, David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud-related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities.

During his time within the Police service, David was the Manager of one of only three U.K. National Police Fraud Management Courses accredited by Teesside University Business School. Since leaving the Police Service, David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the International Policing and Justice Institute, University of Derby. Since setting up his own company, 'dg Anti-Fraud Consultants Ltd', David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He has presented training and delivered papers on Government reform strategies, Corporate Governance, Money Laundering, Organised Crime Issues, Corruption, VAT Fraud and runs bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. These programmes have gained European recognition and have been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority, The European Commission in Brussels.

He is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School U.K. Division and a member of the Association of Certified Fraud Examiners.



Prof. Dr. Muhammad Shoaib Khan Pathan
*Director ORIC, Government College University,
 Hyderabad, Pakistan*

Dr. Shoaib is an educationist, philosopher, and economist. He has been teaching and researching in the fields of business, finance, and administration. He is a highly experienced professional. He has vast experience in teaching and in administration. He spent 13 years in the field of education and administrative positions. Dr. Shoaib has offered his services to many institutions. He has taught in many institutions and remained on key administrative positions. He started his career from a private company and then chose to teach in University of Sindh Larkana Campus, Noushoro Feroz Campus as visiting faculty. Moreover, he served as Vice-Principal and Administrative in charge Pak-Turk Maarif International Schools & Colleges LUMHS Br Jamshoro. After that, he joined University of Modern Science Tando Muhammad Khan as Assistant Professor. He served as Director QEC and Inspector Colleges. Currently, he is serving in The University of Sufism & Bhitshah, Matiari District as Assistant Professor and Director ORIC. He has written a book 'Management in 21st'. Moreover, he has received international awards, "The Best Supervisor of the Year" in Cambridge University, the UK in 2021, "The Best Judge" in Cambridge University, the UK in 2014, "The Supervisor" in Harvard University, the USA in 2020, Awarded as "The Brilliant Supervisor" of Math's Olympiad Thailand 2017, "The Youngest Speaker Award" in USA 2013. "Honorable Mention Supervisor" Math's Challenge, Thailand.

Prof. Hoda Abdel Hamid
*Prof. of International Trade and Economic Development
 Vice Dean for Education and Student Affairs
 Faculty of Commerce and Business Administration
 Future University in Egypt*



Hoda Abd El Hamid Ali is a professor of economics and international trade, she works as the Vice Dean of Education and Student Affairs at the Faculty of commerce and Business Administration at the Future University in Egypt. She has a lot of publications published in international journals indexed in Scopus, EBSCO, and Elsevier. Her main research interest is in international development, and international economics, and she held many other university positions at Helwan University in Egypt, such as the Vice Dean of post graduate studies and research, and the coordinator of The Joint international Master of Finance and Responsible Banking (MFRB) between the faculty of Commerce and Business Administration, and London school of Economics (LSE), and the World Saving Banking Institute (WSBI) and the IEB. She also was the coordinator of the Business information system (BIS) at the faculty of commerce and business administration at Helwan University.



Prof. Atish Prosad Mondal
St. Xavier College, Kolkata, India

Atish Prosad Mondal is a third-generation teacher. Born in 1970, he completed his master's in commerce from University of Calcutta. He is teaching in the department of Commerce of St. Xavier's College (Autonomous) Kolkata since 1998 as a full-time faculty in the substantive post. He worked as guest faculty in number of colleges and management institutes. He has been awarded Ph.D. degree by University of Calcutta in 2009 on the topic "A Study of Ecotourism in the Sunderbans of West Bengal". UGC has granted him a funded research project to work on a master plan to develop tourism prospectives of the Sunderbans region which has been completed by him in 2008. He had been the member of the Indian delegation to Pakistan in 2005. He has been invited in number of international conferences abroad to deliver on tourism and business issues. He has written number of articles on tourism and taxation issues in various journals.

CONFERENCE DIRECTOR FROM FUE

Prof. Ghadeer Mohamed Badr Eldin Aboul-Ela



Ghadeer Mohamed Badr Eldin Aboul-Ela is the Vice-Dean for Postgraduate Studies and Research, Faculty of Commerce and Business, Future University in Egypt. She a Professor of Human Resource Management and, was awarded her doctorate degree in Business Administration from Cairo University. Professor Ghadeer has over Nineteen years of teaching experience, consulting as well as research activities. She has published several research in top ranked journals and is on the editorial board of Future Business Journal. Professor Ghadeer research interests span both Human Resource Management as well as Organization Behavior disciplines. Much of her research work has been on analyzing work-related attitudes and behavioral practices

CONFERENCE SESSION CHAIRS



Dr Justin Beneke
Canterbury Christ Church University, UK

Dr Justin Beneke is a Senior Lecturer in Marketing at Canterbury Christ Church University. He is currently the Subject Chair for Marketing and Course Director for the Advertising and Marketing programme. He has spent almost two decades in academia, previously working as a Lecturer/Senior Lecturer in Marketing at the University of Cape Town, South Africa and thereafter as a Senior Lecturer in Marketing at the University of Winchester, United Kingdom. Justin's research has been published in various academic journals, including the Journal of Retailing and Consumer Services, Journal of Product and Brand Management, Journal of Consumer Marketing, Journal of Food Products Marketing, British Food Journal, South African Journal of Business Management, as well as the Journal of Business and Retail Management Research. He is also member of the Editorial Board for the Journal of Business and Retail Management Research.



Prof. (Dr) Malgorzata Magdalena Hybka
Associate Professor at Poznan University of Economics and Business
Department of Public Finance, Poland

Prof. Malgorzata Magdalena Hybka is currently the Associate Professor in the Department of Public Finance at the Poznan University of Economics and Business. She serves as Head of Postgraduate Studies in Taxation and Tax Advising. After a diversified carrier in business and public administration inspired by her scientific interests and desire for personal development, she joined the Academia in 2007 and was the first in her peer group at the University to receive Dr habilitatus degree in Public Finance (in 2011). She was appointed to fulfil multiple functions for the University in the past, inter alia: she was the initiator and coordinator of the first Bachelor and Master Studies in English in Finance, the first in her peer group Head of Department at the Faculty of Economics. Contemporarily she is a member of several international organizations: Association Internationale des Économistes de Langue Française (AIELF), Center for Business & Economic Research, International Institute of Public Finance. She is author of more than one hundred scientific publications, presenting and publishing at conferences in the field of international taxation and European Union fiscal policy. She specializes in comparative tax law and economics which helps her to combine the scientific profession with a passion for foreign languages.



Dr. Zeinab Shawky Younis
British University in Egypt

Associate Professor of Public Administration and International Aspect committee coordinator at the Faculty of Business Administration, Economics and Political Science. In February 2016, she was appointed as the Research Center for Innovation, Governance and Green Economy Director. She was formerly elected Member of the Senate Committee at the faculty level from 2018-2020. Previously she was appointed as head of the General business specialization program and as a community services coordinator. She earned her PhD from Cairo University, Faculty of Economics and Political Science, in May 2009. She won the best PhD thesis award for the same academic year in 2009. Her previous overseas training workshop was on women's leadership in higher education in Sydney, August 2017 in Australia, and lastly online about mindful leadership from 7-8 December 2020, at The Schulich Executive Education Center, The Schulich Business School, York University, Toronto, Ontario. During her current direction of the Research center for Innovation Governance and Green Economy and as a coordinator of the international aspect committee, she has focused on increasing the visibility of both the Faculty of BAEPS and the CIGGE Centre locally and internationally on linking industry to academia.



Dr Chris Wood
Director of Research, Publications and Enrichment at Regent College London

He joined Regent in 2020, having spent two decades in the civil service, local government, and schools. Prior to joining Regent, he was an evaluation consultant working with private, public and third sector organisations. A former adviser to the Chief Inspector for Education and Ofsted's Principal Officer for Research Publications, Chris drafted ministerial advice notes, authored influential reports, contributed to parliamentary inquiries and was keynote speaker at national and international conferences. He has a particular interest in widening access and improving outcomes for vulnerable, disadvantaged, and underrepresented groups.



Dr Richard Fairchild
School of Management, University of Bath, UK

Richard Fairchild is Senior Lecturer and researcher in the School of Management, University of Bath, United Kingdom. His research focuses on behavioural and emotional finance, and the psychology of venture capital/entrepreneur relationships and performance. Furthermore, he is interested in the economics and psychology around international environmental agreements. He employs game-theoretic approaches, supplemented with qualitative, experimental, and neuroeconomics research. In recent years, he has developed his research into the social and impact investing/social Entrepreneurship arena. He has published his research widely in well-renowned international academic journals and presented his work at many international conferences. He advises financial institutions on behavioural issues.



Dr Yehia Nawar
Senior lecturer, London South Bank University, UK

Dr Yehia is Associate Head of Division Management, Marketing and People. He is a reviewer at highly ranked four and three-star academic journals such as strategic management journal, International Human resource journal and Journal of Business research. He writes and publishes on organisational culture, strategic management, and leadership, with some research cited in the news media. Yehia is a member of professional bodies in the UK, such as the British Academy of Management (BAM). He is running a workshop to inspire and help early academic researchers on the use of SPSS and structural equation modelling (SEM). He is mastering most of the commonly Big Data analytics tools. He published and presented academic articles at a wide range of international conferences. His academic articles have received more than 200 citations on google scholars. In addition, Yehia inspires and assists UG and PG students in converting their dissertations into journal articles. Yehia is a highly skilled academic with more than 12 years of teaching experience in Egypt and the UK. His teaching experience includes both undergraduate and postgraduate degrees. Yehia has received the Best Lecturer Prize; 2 stars in 2018; 3 stars in 2017- and a 2-stars award in 2016. He was nominated for the "Great Teacher" award from the student union at UWL.



Dr Rachel A. English
Associate Professor in Accounting, University of Leicester, UK

Dr English is an Associate Professor in Accounting at the University of Leicester. Previously she was a Senior Lecturer in accounting and finance, at De Montfort University, Leicester. Dr English was accepted as a Fellow Member for Life, Centre for business and Economic Research (CBER), UK, August 2019. She is also on the editorial panel of the Journal of Business and Retail Management. Dr English research publications relate to the Utilisation of Most Favoured Nations compared to Generalised System of Preferences and how preferential trade impacts on global trade. Currently Dr English is investigating the impact on trade when Generalised System of Preference is withdrawn from a Donor country. Also, she is developing a verbal pictures methodology within accounting and finance teaching, using a case study approach. Dr English completed her ACCA training with Deloitte and worked for 25 years within the field of accountancy before joining Academia in 2009. She has taught on a wide spectrum of accounting modules, covering undergraduate and post graduate accounting/accounting and finance programs. For three years she was a visiting lecturer at Liaoning University, Shenyang.



Dr Marwa El Maghawry Ibrahim
Future University in Egypt

Prof. Marwa El Maghawry Ibrahim is an Assistant Professor of Finance in the Department of Management, Faculty of Commerce and Business Administration, Future University in Egypt since 2006. She was awarded her doctorate degree in Business Administration from Ain Shams University. She has over Fifteen years of teaching experience, beside seven years in the professional field. Marwa is also the Finance program director at FUE. Her research interests span different areas in the finance field as Capital structure, corporate social responsibility (CSR), corporate governance, small and medium enterprises (SMEs) Financing and Behavioral Finance.



Prof. Gairik, Das
Indian Institute of Social Welfare & Business Management (IISWBM), Kolkata, India

Earlier Nominee of His Excellency the Governor of West Bengal (Chancellor of the University) at the General Council & Executive Council of Maulana Abul Kalam Azad University of Technical Education. Member of Marketing and Retail Sub Committee of Confederation of Indian Industries (CII East India). Member Governing Body: Centre for Business & Economic Research, UK

Management Consultant in several Government projects related to Department of Rural affairs, Govt of West Bengal, OBC Reservation Impact Analysis, Department of Higher Education, Minority Affairs and Madrasah Education Department, Department of Consumer Affairs, Principal Consultant of Mahatma Gandhi National Rural Employment Generation Schemes, Consultant in projects with Department of Tourism, Department of Agriculture,

Govt. of West Bengal, Indian Railway and Catering and Tourism Corporation, National Jute Board, Govt. of India, etc._ Consultant to Vedanta Foundation (belonging to the worldwide Vedanta Group). Just concluded two major assessment study on Capability Maturity models for two (2) top PSUs in India (Bridge & Roof, EPIL). On invitation of the British High Commission, India, trained the MENSA Consular HOS (14 countries) on Project Management. As trainer, conducted several management developments programmes in Government and Non-Government Organisations and conducted market research for some established organizations. Have also published and presented several research papers in National and International Conferences. Guide to PhD and MPhil Scholars.



Dr Ghada Refaat El Said
Future University in Egypt

She is a Management Information Systems (MIS) Associate Professional, Researcher, and Acting Head of MIS Department at FUE. Her research interest is in the areas of Human Computer Interaction (HCI) and System's Usability. In the HCI specialization, Dr El Said conducted number of research projects, namely on Usability for Arabic speakers' culture, and published in number of international journals and conferences. Dr El Said gained a Master of Science from the School of Computer Science and Information Technology, Nottingham University, and a PhD from the Department of Information Systems and Computing, Brunel University, UK.



Prof. Atish Prosad Mondal
St. Xavier College, Kolkata, India

Atish Prosad Mondal is a third-generation teacher. Born in 1970, he completed his master's in commerce from University of Calcutta. He is teaching in the department of Commerce of St. Xavier's College (Autonomous) Kolkata since 1998 as a full-time faculty in the substantive post. He worked as guest faculty in number of colleges and management institutes. He has been awarded Ph.D. degree by University of Calcutta in 2009 on the topic "A Study of Ecotourism in the Sunderbans of West Bengal". UGC has granted him a funded research project to work on a master plan to develop tourism prospectives of the Sunderbans region which has been completed by him in 2008. He had been the member of the Indian delegation to Pakistan in 2005. He has been invited in number of international conferences abroad to deliver on tourism and business issues. He has written number of articles on tourism and taxation issues in various journals.

PANELLIST



Dr David Clemson
Regent College London, UK

David constructs 'hyphens' between unusual places that enable disruptive change and innovation. He joined Regent College London in March 2022 as a Business Lecturer and continues his push for education embracing local meaning-making of individuals and communities, and the wider politics of complexity. David's expertise is particularly focused around the UN SDGs and their implementation. His academic work over the past 20 years has been primarily in the business and management field. David is a trans-disciplinarian; as an educator he believes that if education is not transformative then it is not education – that perpetuates the same 'business as usual' conformist thinking. Encouraging a holistic systems approach that brings together the tension of short-term thinking/crisis management with the very long-term thinking associated with sustainability, he enables emergent thinking amongst learners to develop leadership and strategy through sense-making and scenario analysis. He has worked as an investment manager, developed, and run management consulting practices. He is also a technical analyst, particularly focusing on Elliott Wave Theory and Socionomics. This brings together self-similarity across scales – fractals – which drive thinking in enterprise development, risk management, markets, and marketing.

VISIT LONDON

For the discerning London offers a wealth of possibilities. As well as being the most ethnically diverse city on the face of the planet it is a convenient transport hub which ensures the constant exchange of ideas. With its extraordinary rich history, thriving arts scene and tolerant outlook it has become a haven for communities from every corner of the globe. London is a city with many faces, from the quaint and archaic to the ultramodern and anarchic. Its museums, libraries and academic institutions are some of the most revered in the world and continue to exercise a magnetic pull that attracts the finest minds. No visit to London would be complete without a visit to one of its great treasure houses such as the British Library (www.bl.uk), the British Museum (www.britishmuseum.org) or Tate Modern (www.tate.org.uk), but for the real gems one needs to seek out the lesser known locations, the likes of the Sir John Soane's Museum (www.soane.org), the Imperial War Museum (www.iwm.org.uk), Kew Gardens (www.kew.org) and the Wallace Collection (www.wallacecollection.org). Travel around London can be a trifle daunting at first, but there are a whole raft of options and rather than paying for single tickets it often makes good sense to buy a day travel card which will enable you to use buses, the London Underground (known locally as The Tube) and Overground Trains within the capital – for further details be sure to visit: www.tfl.gov.uk

London is an expensive city, especially when it comes to accommodation and transportation that said, if you know where to look bargains can be found. Whatever your passion, be it books, shopping, sport, or the theatre you will discover that London has it all except possibly the weather.

In preparation for your visit the CBER team has drawn up the following list of eight of the best visitor destinations whilst in London: -

- 1) **The British Museum** – Quite simply one of the finest collections of artefacts and antiquities from around the world.
- 2) **The Tower of London** – At various times a royal residence, prison and now the home of the Crown Jewels. An extraordinary treasure house that enshrines a thousand years of English history.
- 3) **The South Kensington Museums (Natural History Museum, Science Museum, and the Victoria & Albert Museum)** – Three magnificent museums adjacent to one another.
- 4) **The National Gallery** – An internationally famous art collection that dominates Trafalgar Square and offer art that dates from the pre-Renaissance period until the late Nineteenth century.
- 5) **Imperial War Museum** – A couple of minutes' walks from Lambeth North Station on the Bakerloo Line lies one of the most poignant collections that tell the story of conflict and courage in the Twentieth and Twenty First centuries.
- 6) **St Paul's Cathedral and Tate Modern** – Marvel at the architectural splendour of the Sir Christopher Wren masterpiece then walk over the pedestrian bridge over the river Thames to view a cathedral to modern art.
- 7) **Houses of Parliament and Westminster Abbey** – See the mother of Parliaments and the site of the Coronation of Kings and Queens. Few visitors can resist stopping to take pictures of the world's most famous clock tower.
- 8) **Greenwich** – Why not take a trip down the river Thames to visit Greenwich the centre of world time, the Royal Maritime Museum, and the Cutty Sark – one of the world's most famous sailing ships.

VISIT OXFORD

Few places are more readily associated with scholarly endeavour than Oxford. This city on the River Thames in Southern England is the location of Oxford University, the oldest university in the English-speaking world. Whilst some might argue that the city is not as aesthetically pleasing as its arch-rival Cambridge, it remains a visual delight and a veritable treasure house of human achievements. Oxford not only boasts the world-famous university, but is also home to Oxford Brookes University, an institution that consistently scores highly when it comes to student satisfaction surveys.

Being within easy reach of London has ensured that far from being a sleepy academic oasis Oxford has been touched by national events such as the English Civil War in the Seventeenth Century and has itself helped mould those who have gone on to enhance the body of human knowledge. To date it is worth noting that Oxford University has been the place of study for 27 British Prime Ministers. The city has long been a center of publishing, with the Oxford University Press being the largest university press in the world. No visit to Oxford would be complete without a visit to Blackwell's Bookseller and of course the Ashmolean (www.ashmolean.org) and Pitt Rivers Museums (www.prm.ox.ac.uk). Oxford has long been a centre of manufacturing and innovation and is proud to be the place where the famous Mini car is assembled. Oxford is ethnically diverse and extraordinarily outward looking, being twinned with Bonn (Germany), Grenoble (France), Leiden (The Netherlands), León (Nicaragua) and Perm (Russia). Whilst Oxford is in many respects a thriving and affluent city it is important to note that it has pockets of deprivation and that it also faces challenges over land usage and new development that have given rise to environmental campaigns such as that to Save Port Meadow. That said, it still has the ability to beguile and is proud to be place rich with positive associations and as such one of the strongest brand names in the world.

For those eager to gain a flavour of Oxford past and present here a few suggestions of places to see or activities to undertake during your visit:

Bodleian Library (www.bodleian.ox.ac.uk)

Christ Church Cathedral, Oxford (www.chch.ox.ac.uk/cathedral)

Harry Potter Tour (www.oxfordcityguide.com)

Oxford Castle (www.oxfordcastleandprison.co.uk)

The shopaholics amongst you may well will to visit the famed Bicester Village, Oxfordshire (www.bicestervillage.com) – this is easily reached from Oxford.

See: <http://www.tourinaday.com/oxford/bicester-village-to-oxford.html>

Finally, we heartily recommend that if time (and budget) permits that you venture forth from Oxford to visit the Oxfordshire town of Woodstock where you will discover the magnificent Blenheim Palace (www.blenheimpalace.com), the birth place of Sir Winston Churchill (1874-1965).

GENERAL INFORMATION

1. **Presentation Timing:** A full paper is usually allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The track chair will keep an eye on the time and alert you when time is beginning to run short. Please note that we actively encourage constructive questions from the audience. Your cooperation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
2. **Presentation equipment:** Presentation rooms will be equipped with a laptop and projector screen for PowerPoint presentations.
3. **Presentation:** The CBER requests that PowerPoint presentations be sent in good time so that they can be uploaded onto the conference laptop. Please email these with your name and the conference that you are due to present at to: info@cberuk.com. It is also a sensible precaution to make sure that you hold a copy of your presentation with you. Any presentation that has not been submitted in time will not be pre-loaded and remain the responsibility of the presenter.
4. **Conference Tracks:** The CBER works assiduously to organise papers to fit in with the relevant tracks. There are occasions when individual authors request that papers be moved to fit in with flights etc. Please note that whilst the CBER will do its level best to accommodate individual needs, it must be mindful of ensuring that the conference as a whole is balanced and appropriately structured.
5. **Coffee Break:** Coffee will be served in the Foyer front of the conference reception during Mid-morning (11.00-11.15am) and mid-day (16.00-16.15pm) (*please see the programme for further details*)
6. **Lunches:** Standing Buffet lunch will be served during 13.00-14.00pm outside the conference room.
7. **Delegate badge:** All participants are requested to wear their delegate badges visible at all times in order to guarantee easy access to all sessions, lunches, and other events during the conference.
8. **Conference Proceedings:** The conference proceedings- "The Business & Management Review" is open access proceedings which means that all content is freely available without charge to the user or his/her Institution. Users are allowed to read, download, copy, distribute, print, search, or link to the full texts of the articles in the conference proceedings without asking prior permission from the publisher or the author. CBER is committed to publishing all full-text articles that were accepted for the conference (these will be available online within 4 weeks from the conference dates). However, all abstracts are included in the conference "**programme & abstracts proceedings**."
9. **Use of Bibliographic Reference:** Please use the following bibliographic reference: *11th International Conference on Restructuring of the Global Economy (ROGE). Proceedings of the CBER-FUE International Conference, 8-9th August 2022, University of Oxford, UK*
10. **Internet access/Wi-fi:** For Wi-fi access please ask at the conference desk who will be happy to assist you
11. **Photography:** Photographs will be taken at the conference by an official photographer or CBER team member; such photographs may be used in post-conference publicity and on future marketing materials. A link will be sent to all participants once these photos are uploaded.
12. **Conduct:** In the event of inappropriate behaviour by any delegate in the view of the Organiser or the conference venue operator, the delegate may be refused entry or asked to leave and excluded from the conference without refund or compensation.
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16. **Authorship:** Presenters have a moral obligation to acknowledge all contributions to their paper, both orally at the time of presentation and by referencing authors in papers submitted to the conference.
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19. **Location:** University of Oxford, Saïd Business School, Park End Street, Oxford OX1 1HP

From London airports

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By train

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CBER -FUE 11th International Conference on the Restructuring of the Global Economy (ROGE)

University of Oxford
Saïd Business School, Park End Street, Oxford, OX1 1HP

SCHEDULE FOR THE CONFERENCE 2022

Saturday 6th August - Sunday 7th August 2022

Arrival and independent traveling days in Oxford, UK

DAY-1 MONDAY 8th August 2022

8.00 AM -9.00AM

Registration, Coffee & Networking

SESSION 1: INAUGURAL SESSION (HYBRID MODE)

9.00AM-11.00 AM (TEA AND COFFEE BREAK & NETWORKING: 11.00AM-11.15AM)

Session Chair: Prof. David Graves, Centre for Business & Economic Research, UK

Location: Edmond Safra Lecture Theatre

9.00AM-9.10AM: Opening remarks & Introduction

Prof. David Graves, Centre for Business & Economic Research, UK

9.10AM-9.20AM: Opening remarks by Conference Chair

Prof. Ebada Sarhan, President, Future University in Egypt

9.20AM -9.30AM: Opening remarks by Conference Chair

Dr. P R Datta, Executive Chair, Centre for Business & Economic Research and Regent College London, UK

9.30 AM -9.35AM: Message of welcome

Dr Jo-Ann Rolle, Dean, Business School, Medgar Evers College, City University of New York, USA

9.35 AM -9.40AM: Conference insights

Prof. Chris Bellamy, Prof Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security

9.45 AM -10.05 AM: KEYNOTE ADDRESS

Dr. Mike Wagner, University of Cincinnati, USA

Theme: Examining the Role Corporate Social Responsibility and Employee Engagement in Emerging Markets

Brief synopsis

Corporate social responsibility (CSR) initiatives have begun to emerge at large organizations throughout the world, including emerging markets. While CSR has often been advocated as the "right thing to do," some skepticism remains regarding their sincerity and value. This paper will consider ways that corporate social responsibility initiatives can support employee engagement in firms in emerging markets. It will examine challenges specific to emerging markets and also consider how to address issues such as skepticism of CSR. The paper will consider ways that CSR can support business strategies as well.

10.05 AM-10.25 AM: KEYNOTE ADDRESS

Prof. Nagwa Khashba, Prof. of International Economics, Dean Faculty of Commerce and Business Administration, Future University in Egypt

Topic: Egypt's Vision 2030 "Economic Performance and Challenges"

Brief Synopsis

Egypt shifted from millennium development goals MDGs to sustainable development goals SDGs and launched its first-ever Sustainable Development Strategy "Egypt Vision 2030 Strategy" in February 2016. Egypt's Vision 2030 is based on the principles of "comprehensive sustainable development" and "balanced regional development". Egypt's Vision 2030 reflects the three dimensions of sustainable development: the economic dimension, the social dimension, and the environmental dimension. Following the launch of the strategy the government of Egypt (GOE) makes the reform in phases.

10.25 AM-10.45 AM: KEYNOTE ADDRESS

Prof. Beheruz N. Sethna

Regents' Professor of Business and President Emeritus of The University of West Georgia (UWG). USA

Theme: Leadership in the University: How You Can Create Positive and Transformational Change

Brief synopsis

Dr. Beheruz N. Sethna has spent about 35 years in administrative and leadership positions in the university environment, as Department Chair, Dean, interim Executive VP, University President, and interim Senior and then Executive Vice Chancellor in a System which included 34 universities. He has also served as a faculty member and is currently serving in that role. So, he has experienced the gamut of roles in the university environment over the past 46 years. Leadership can exist in several roles. In this talk, Dr. Sethna will offer suggestions for developing leadership skills and creating significant and transformational change in the university environment. In fact, the talk will also include examples of student leadership and how important changes can occur in student leadership positions. Aspects of his talk will include serious challenges he has faced, and how one might overcome them.

SESSION 2 (PANEL SESSION)

11.15 AM-13.00 PM (LUNCH BREAK & NETWORKING: 13.00 PM-14.00 PM)

Track: Business and Management

Session Chair: Prof. Urvashi Sharma, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, India

Location: Edmond Safra Lecture Theatre

11.15 AM -13.00 PM**PRESENTATIONS**

- I *Annexation stability and financial Implications*
Kristina Khederlarian, Azusa Pacific University, United States
- II *Urban women entrepreneurship development in Bangladesh: challenges and preparations*
Muhammad Ziaulhaq Mamun, Institute of Business Administration, University of Dhaka, Bangladesh
- III *The Effects of The Digital Age on Privacy in The United States*
Achyuth Venkata Rachur; Jonathan David Putman, Clifford D. Fisher, Purdue University, USA
- IV *The Impact of leadership on cultural agility policy: the search for effective way of mindfulness*
Zeinab Shawky Younis, Public Administration, The British University in Egypt, El Sherouk City, Egypt, **Dina Assem Abelmounem Mohamed Refaay**, Human Resources Management, The British University in Egypt, El Sherouk City, Egypt
- V *Antecedents of "Trust and Perceived Usefulness" and their effect on Continuance Intention of Mobile Payment Platforms: A Mediation and Moderation study from Pakistan*
Ayesha Muhamid Jamal Ansari, Dept. of Business Administration, Lahore School of Economics, Pakistan; **Sohail Zafar**, Faculty of Business Administration, Lahore School of Economics, Pakistan
- VI *Entrepreneurial intensity and internal business processes in the telecommunication industry*
Ejiofor Ngozi Ukamaka; Ozurumba Keyna Chioma, Department of Business Administration, Elex-Ekwueme Federal University, Ndufu Alike, Ebonyi State, Nigeria
- VII *Soft skills: a new key to employability and nomadic career: The case of Tunisian engineers.*
Mohamed Karim KEFI, Professor of Management, EDC Paris Business School, France

SESSION 3 (PANEL SESSION)**11.15AM-12.30 PM****Track: Finance, Banking & Accounting-Session 1**Session Chair: **Prof. Małgorzata Magdalena Hybka**, Poznań University of Economics and Business, Poland

Location: Andrew Cormack Room (East Wing)

11.15AM -12.30 PM**PRESENTATIONS**

- I *New evidence on financial statement disclosures of cybersecurity risks made in regulatory filings by U.S. commercial banks*
A. J. Stagliano, Saint Joseph's University, Philadelphia, USA
- II *The impact of corporate governance on controlling discretionary accrual: A study of impacts on earnings management based on FTSE350, UK*
Rishiram Aryal, Regent College London, UK; **Gurjeet Dhesi**, London South Bank University, UK; **Valerio Ficcadenti**, London South Bank University, UK
- III *Tax payment compliance in the European Union Member States*
Małgorzata Magdalena Hybka, Poznan University of Economics and Business, Department of Public Finance, Poland
- IV *Impact of carbon dioxide emissions and environmental tax on the stock returns: Empirical evidence from 28 economies*
Ume Salma Akbar; **Niaz Ahmed Bhutto**; **Suresh Kumar Oad Rajput**, IBA University, Sukkur, Sindh, Pakistan.
- V *The Impact of external audit on controlling discretionary accrual: A study of impacts on earnings management based on FTSE350, UK.*
Rishiram Aryal, Regent College London, UK

SESSION 4 (PANEL SESSION)**11.15AM -13.00PM****Track: New Marketing Trends-Session 1**Session Chair: **Dr Rachel A. English**, University of Leicester, UKLocation: Seminar Room 19-East Wing (**VIRTUAL MODE**)**11.15AM-13.00PM****PRESENTATIONS**

- I *Does green brand positioning limit carbon emissions in Egypt? New evidence from PLS – SEM Method*
Heba Mohamed Abdelwahab; **Doaa Mohamed Ayman Mostafa Ismael**, Faculty of commerce and business administration, Future university, Egypt
- II *The impact of green marketing strategies on consumers' purchasing intention*
Norhan Ashoush, Faculty of Commerce and Business Administration, Future University in Egypt; **Wael Kortam**, Professor of Marketing and Director of Advanced Marketing Research Centre (AMRC), British University in Egypt
- III *Celebrity endorsement and its impact on purchase intention of luxurious brands*
Mostafa Nabil; **Habiba Khaled**; **Hagar Taher**; **Mirna Ayman**; **Norhan Ashoush**, Faculty of Commerce and Business Administration, Future University in Egypt; **Reham Shawky**, Faculty of Commerce, Tanta University, Egypt
- IV *Eco-friendly Initiatives and Corporate Reputation: The Mediating Effect of Corporate Social Responsibility*
Sahar Ahmed Nagaty, Department of Business Administration, Faculty of Management Sciences, Sadat Academy for Management Sciences, Cairo, Egypt

- V *Consumer consciousness of organic products and demographics characteristics: Are they related?*
Nourhan Ibrahim Eldesoky, Future University in Egypt
- VI *Effects of covid-19 pandemic on marketing agriculture produce in Nigeria*
Avanenge Faajir; Dennis Ayaga; Anthonia Uloko, Department of Business Management
Benue State University, Makurdi, Nigeria
- VII *Management training and development techniques of selected groups of companies: reference for business organizations*
Manolo L. Anto, University of Technology Bahrain, College of Administrative and Financial Sciences, Bahrain
- VIII *Effects of Burnout, Compensation, Supportive College Environment, Training and Development on Academic Staff Performance in Jigawa State College of Education Gumel, Nigeria*
Zainab Inuwa Adamu, Department of Business Education, Vocational and Technical Education, Jigawa State College of Education, Jigawa State, Nigeria.

SESSION 5 (PANEL SESSION)**13.10 PM -13.55 PM****Track: Human Resource Management (HRM)****Session Chair: Dr.Mike Wagner**, University of Cincinnati, USA**Location: Seminar Room 19 -East Wing (VIRTUAL MODE)****PRESENTATIONS**

- I *Correlate of emotional intelligence and academic staff job performance of Federal Universities in The Southeast, Nigeria*
Asogwa Ogochukwu Sheila, Department of Business Administration, Nnamdi Azikiwe University, Awka. Anambra State, Nigeria; **Oboreh Justina C**, Department of Business Administration, Delta State University, Abraka, Nigeria
- II *Analyzing employees' perceptions of using artificial intelligence and gamification in HRM practices on employee's job insecurity*
Sara Mohamed Abdelaziz El-Menawy, Faculty of Commerce and Business Administration, Future University in Egypt
- III *Knowledge management processes and strategic human resources management: creating competitive advantage through employee innovation behavior*
Lara Ayman Abou Bakr Shaalan, Faculty of Commerce and Business Administration, Future University in Egypt, Egypt; **Abdel Moniem Elsaid**, Faculty of Commerce, Ain Shams University, Egypt; **Ghadeer Mohamed Badr ElDin Aboul-Ela**, Faculty of Commerce and Business Administration, Future University in Egypt
- IV *Employee engagement, ethical leadership & crisis*
E. Fragouli, Kingston University, UK; **X.M. Louka**, Hellenic Open University, Greece

SESSION 6**12.30 PM-13.15 PM****Professional Development Workshop****Session Chair: Dr Yehia Sabri Nawar**, London South Bank University, UK**Location: Andrew Cormack Room (East Wing)****12.30 PM -13.15 PM****PROFESSIONAL DEVELOPMENT WORKSHOP****Title: SPSS for Early Academic Research****About the workshop**

Nowadays SPSS is considered as a general method of data analysis that brings together path analysis and factor analysis. In fact, SPSS software is most commonly used by many academics worldwide. The workshop will help early career academics with all the required tools and techniques of how to use SPSS analysis. More specifically, the workshop aims to provide a thorough introduction to SPSS, and will also deal with some important, related issues. These include mediation analysis, moderation, and methods for handling missing data. Moreover, the emphasis will be on analysing continuous variables with approximately normal distributions, but we will also cover how to handle non- normal data. Finally, most of the analyses will be carried out with SPSS software package.

The objective of the workshop is:

- 1- To introduce participants to the basic practice of statistics by using SPSS Statistics, a statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.
- 2- To introduce participants to the use of advanced SPSS for analysing project data for reporting purposes focusing on database management tasks, descriptive statistics and graphics, and basic inferential statistics for comparisons and correlations.

Benefits of attending this workshop

At the end of the workshop, participants should be able to:

- To be able to perform a wide range of data management tasks in SPSS application and understand the basic workings of SPSS and perform basic statistical analyses.
- To perform database management tasks, descriptive statistics and graphics, and basic inferential statistics for comparisons and correlations.
- To perform data checking and create simple tables and charts.
- To perform advanced analysis in SPSS

13.00PM-14.00PM**BREAK FOR LUNCH****SESSION 7: KEYNOTE ADDRESSES (HYBRID MODE)****14.00PM-15.30PM (Tea/Coffee breaks & Networking: 15.30 PM -15.45 PM)****SPOTLIGHT SPEAKERS****Session Chair: Dr Richard Fairchild**, School of Management, University of Bath, UK**Location: Edmond Safra Lecture Theatre****14.00PM -14.20 PM: KEYNOTE ADDRESS****Prof. Chris Bellamy**, Professor Emeritus of Maritime Security at the University of Greenwich**Title: The 2022 Russia-Ukraine conflict and its wider future geo-strategic effects. A historian's perspective****Brief synopsis**

When Russia launched its operation against Ukraine on 24 February 2022, attention initially focused on Russian forces' advance into mainland Ukraine, the effect on global food security was not initially highlighted, but Russia and Ukraine produce 30 percent of the world's wheat supply. Feeding 400 million people. A pariah to Europe, Russia will inevitably turn east, to its 'eternal friend' China which has stopped short of condemning Russia's actions but clearly has concerns. Europe may not just find itself dealing with the heir to the Soviet empire, or to the empire of Catherine the Great. Could Russia form part of a new Mongol empire?

14.20 PM -14.40 PM: KEYNOTE ADDRESS**Hon. Minister, Dr. Ibrahim Mohammed Awal**, Ministry of Tourism, Arts and Culture (Motac), Ghana**Topic:** *Positioning Ghana as the Preferred Tourist Destination in Africa***Brief synopsis**

Global economic events have triggered governments including Ghana to consider restructuring of their economies. With its rich cultural heritage, political stability, globally renowned hospitality, beautiful all-year-round weather and peacefulness, Ghana has now gained the reputation of being the place to do business in Africa and the place to have an enjoyable break. The government since 2017 has taken giant steps including the launch of project: **Year-of-Return-Ghana-2019** which saw over 1 million visitors arriving. The government has launched another project, **Destination Ghana**. The goal of **Destination Ghana** is to kick start a comprehensive stakeholder, trade, and consumer engagement to highlight the vast tourist attractions and investment opportunities and to attract by 2024, over three million tourists. A lot of work is underway to make this dream a success. It is our belief that like Kenya, Tanzania and South Africa, Ghana can reconstruct her economy to attract foreign exchange, create jobs and develop infrastructure through tourism whilst offering the world value in a win-win scenario. My keynote address seeks to highlight key actions in this regard and to clarify why your friends, families and you should make Ghana your next holiday destination.

14.40 PM -15.00 PM: KEYNOTE ADDRESS**Dr Selva Pankaj**, CEO, Regent Group, UK**Topic:** *The end result of education is character: The role of 'Thinking into Character' in the holistic development of students at Regent College London***Brief Synopsis**

The presentation will be of particular interest to anyone who wishes to learn about how a programme of learning and development sessions, called 'Thinking into Character,' has helped develop higher education students personally, professionally, and academically as part of Regent College London's educational philosophy and approach. The innovative programme, which is part of the non-assessed curriculum, is integrated into taught sessions across business, healthcare, and computing, as well as through optional enrichment, extra-curricular and study-circle sessions. Organized across twelve lessons, focusing on topics such as the power of the mind, creating results, breaking the terror barrier, and beliefs and behaviour, students have free access to an online platform, a comprehensive handbook, videos, exercises, and follow-up readings. These lessons, which students are encouraged to revisit through constant spaced repetition, help participants to harness their potential, aiding personal growth and, ultimately, their success. By exploring key concepts, the lessons teach participants to visualise the relationship between the subconscious mind, our actions, and our results; develop a growth mindset; positively change ingrained habits and paradigms; set ambitious and stretching goals; and develop a deeper understanding of seven levels of awareness. Feedback from students commonly testifies to the transformational impact of the programme, which typically prompts student to consider, reflect upon and change their core beliefs and behaviours. In particular, students report that the benefits of the programme include shifting their perspectives, helping them to overcome their fears and doubts, teaching them how to reformulate their goals, and motivating them to take the kind of positive actions that lead to personal, academic and career success.

Keywords: Character, Transformation, The subconscious mind, Growth mindset, Paradigms, Goal setting**15.00 PM -15.20 PM: KEYNOTE ADDRESS****Dr. JoAnn Rolle**, Dean School of Business, Medgar Evers College, City University of New York, USA**Topic:** *Sustainability and the Future of Work and Entrepreneurship for the Underserved - New Book presentation***Brief synopsis**

The keynote address will be a summary presentation of our new book "Sustainability and the Future of Work and Entrepreneurship for the Underserved." Sample book chapters include: Leadership, Empathy and Inclusion, Sustainability, the Future of Work and Entrepreneurship for the Underserved: Creating social sustainability initiatives in an effort to increase profit, Development of Sustainable and Inclusive Entrepreneurship Ecosystem Model in the occupied Palestinian territories, Promoting an Ecosystem Approach for an Inclusive and Sustainable Entrepreneurship in Underserved Communities, Sustainable Growth; Growth by Poverty Alleviation or Poverty Creation: The Case of Sub-Saharan Africa, Post COVID transformations for Future of Work and Small Business Sustainability: Towards an Inclusive Economy, Digital Transformation and Sustainability of Entrepreneurship for The Underserved Communities In East Africa, Women Entrepreneurs and Disparities during Pre and Post COVID Pandemic Era: Women Entrepreneurs, Women Entrepreneurs in the Informal Food Production Sector during the COVID-19 pandemic Challenges and Opportunities in Mauritius, Black Women Entrepreneurs: An exploration of the structural factors driving the Financial Capital Access Gap, Successfully Starting and Growing Black Businesses: For Entrepreneurs and

Educators, Emboldening the voice of the youth in entrepreneurship education: Entrepreneurship Education, Local Lessons During a Global Crisis: Inclusive Entrepreneurial Solutions to Supply Chain and Production Deficits, Innovation-Centric Organizational Community (IOC): What Works for the Emerging Workforce, Pace of technology changes, need for adaptation and demand for skills: Skills Adaptation for fast evolving technology-based workplace

Keywords: Sustainability, Inclusion, Entrepreneurship, Poverty, Covid19, Ecosystem, Community

15.20 PM -15.30 PM: PRESENTATION

I *How will AI transform human interaction and business operations*

Arindam Datta, Malvin Vata, Typr Ltd

Brief synopsis

As artificial intelligence (AI) rapidly evolves, more and more businesses are utilizing its capabilities to improve their operations. AI can effectively handle tedious and time-consuming tasks, allowing employees to focus on more important work. Additionally, AI can improve communication and customer service.

SESSION 8 (PLENARY SESSION)

15.45 PM-16.45 PM

Track: Teaching & Learning for Lifelong learning Sector

Session Chair: Dr Chris Wood, Director of Research, Publications and Enrichment at Regent College, UK

Location: Edmond Safra Lecture Theatre

15.45 PM-16.05 PM: KEYNOTE ADDRESS

Prof (Dr) Padmakali Banerjee, FRSA, Vice Chancellor, Sir Padampat Singhania University, Udaipur, India

Topic: LEAPS – An Employee Well-Being Model for Organizational Excellence

Brief synopsis

In today's era of global competition, issues related to competency and sustainability of organization are paramount. To remain in lead role and competitive aspects of employee well-being and organizational excellence have gained traction. Here comes the significance of LEAPS model that can be effectively used at individual level, team level and it will also have impact on organizational level. This conceptual model acts as catalytic force to uplift employee well-being to its true potential that has a cascading effect towards achieving organizational excellence. It deals with paradigmatic analysis of the evolving implications of the construct as an imperative for employee well-being, performance, empowerment, and organizational excellence. The framework further illustrates upon the management interventions which emphasize the aspects of developing awareness about the positive aspects of work life to realization of resilience building leading to employee self-efficacy and positive self-worth, all of which play vital role in determining the tenets of organizational excellence. The theoretical foundation focuses on the practice of enhancing employee well-being which defines phenomenological experiences derived from personal expressiveness, vitality, and creating larger purpose in professional life and organizational excellence. In recent times the conceptual analysis has become profoundly impactful in uplifting individual and organizational resilience coupled with meaningfully engaged in negotiating global uncertainties. It may be implied that the practice of such interventions is focused on enabling greater prosperity and inclusive accomplishment of organizational mission and attaining excellence. The overall ideational perspective of the construct is based on mapping out the personal and professional proficiencies and core competencies that enable meaningful engagement in team building, technology upgradation, innovation ecosystem, and change adaptation – all of which are of strategic significance for employee success and organizational excellence.

Keywords: Sustainability, LEAPS model, employee well-being, organizational excellence

PRESENTATIONS

I *The impact of motivational speech and life coaching on student motivation and performance*

Nahrain Aoudishow, School of Business & Enterprise, Regent College London, UK

II *Training and development in the UK context: a strategy perspective. The case of the UK Higher Education*

Iqra Asghar; Yehia Sabri Nawar, London South Bank University, UK

III *Eduicide: The genocide of education. A case study on the impact of invasion, and conflict on education*

Rula Alousi, Programme Leader for undergraduate degree SoBE, Regent College London, UK

SESSION 9 (PANEL SESSION)**15.30PM-17.00 PM****Track: Finance, Banking & Accounting-Session 2/Teaching and learning****Session Chairs: Dr. Marwa El Maghawry Ibrahim, Future University in Egypt****Location: Seminar Room 19-East Wing (VIRTUAL MODE)****15.30 PM -17.00 PM****PRESENTATIONS**

- I *Have Indian deep trade agreements achieved their trade potential – implications for the future*
Leena Ajit Kaushal, Management Development Institute (MDI), Gurgaon, India
- II *The likely adoption of the IFRS Foundation's proposed sustainability reporting standards*
Achmad Petersen; Shelly Herbert; Nabeelah Daniels, College of Accounting, University of Cape Town, South Africa
- III *The mediating role of operating performance on the association between BOD features and firm financial performance. An Applied Study on the Egyptian stock Market*
Noha Zakaria Mohamed, Faculty of Commerce and Business Administration, Future University in Egypt; **Heba Mohamed Srouf**, Business Department, Faculty of Commerce, Tanta University, Egypt
- IV *Challenges in quality of education in higher education institutions (HEIs) of Pakistan*
Zohaib Hassan Sain, Superior University, Pakistan
- V *Consumer buying behaviour post and pre covid analysis- specific reference to South Africa*
Ankit Katrodia, School of Management Sciences, Northwest University, South Africa
- VI *Impact of gender accounting on risk management in treasury functions of Nigeria deposit money banks*
Israel Seriki Akinadewo, Department of Accounting, Afe Babalola University, Ekiti State, Nigeria; **Philip Olawale Odewole**, Department of Accounting and Finance, Elizade University, Ondo State, Nigeria; **Ifeoluwa Mary Adebiyi**, Department of Accounting, Afe Babalola University, Ekiti State, Nigeria.
- VII *Skill and vocational educational in the socio-economic development of rural youth in India: An empirical Study*
Vidhu Gaur, Management Development Institute Gurgaon, India

SESSION 10 (PANEL SESSION)**15.45 PM-17.00 PM****Track: New Marketing Trends-Session 2****Session Chair: Dr Justin Beneke, Canterbury Christ Church University, UK****Location: Andrew Cormack Room (East wing)****15.45 PM-17.00 PM****PRESENTATIONS**

- I *Methodology model for poverty intervention: seeking validation and evaluating efficacy, using social marketing techniques*
Ebikinei Stanley Eguruze, School of Business and Entrepreneurship, Regent's College London, UK
- II *Brand positioning strategies and their effectiveness: A case of high street fashion retail brands in Pakistan*
Saad Shahid, Lahore School of Economics, Lahore, Pakistan.
- III *Investigating the effect of augmented reality on customer brand engagement: the mediating role of technology attributes*
Naglaa Mohamed Diaa, Assistant Prof. of Business Administration, Faculty of Commerce and Business Administration, Helwan University, Cairo, Egypt

- IV *The impact of Covid-19 pandemic on sustainable consumption of luxury brands*
David Clemson, Regent College London, UK; **Tetyana Leleka**, Glasgow Caledonian University London
- V *Consumption functions of India: Do they differ across states for rural and urban households*
Keshab Bhattarai, University of Hull, Business School, UK; **Asha Prasuna**; **S.N.V. Siva Kumar**, Department of Economics, K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai, India
- VI *Spending ackers on your values: The Ethical Consumerism beyond its current form*
Sarat C Das, Bucks New University, UK, and Director (Research), C3S Business School, Spain

SESSION 11 (SPECIAL PLENARY SESSION)-HYBRID MODE

17.00 PM-17.45 PM

KEYNOTE ADDRESS & FELLOWSHIP AWARD CEREMONY

Moderator: Prof. David Graves, Centre for Business & Economic Research, UK

Location: Edmond Safra Lecture Theatre

17.00 PM -17.20 PM: KEYNOTE ADDRESS

Pro. (Dr) Alan Parkinson, Deputy Director (Education) and Principal Teaching Fellow, School of Management, University College London

Topic: *The Evolution of Accountancy: Towards A New Definition*

Brief synopsis

We evolve, through natural and engineered evolution, the catalyst being changes in our environment. This includes the 'Accountancy Arena.' The arena is being impacted by a tumultuous whirlwind of innovations in digital and AI developments, ESG-related decisions, and associated reporting, and changing audit function expectations. These impacts are demanding amended and new approaches to the role of accountancy practices, reflected within the nature of accounting/finance related work and related skill sets. Such amended and new approaches are located within a VUCA (volatile, uncertain, complex, ambiguous) world, with rational planning, implementation and execution shifting into a litany of chaotic realities. Fears by accountancy actors are understandable, with change engendering apprehensions, with worries about potential jobs losses through digital replacements and out-sourcing and off-shoring. Technology changes, globalization turmoil, stakeholder imperatives, and regulatory oversight are impacting the 'Accountancy Arena' such that the theoretical necessity for a revised, a refined definition of accountancy is becoming a reality. The implications are changes in the thrust, scope, and detailed content of what 'happens' – and does not happen, as reflected in a 'new' definition. A consequence of such a revised and refined definition is a review of accountancy education, in degrees, professional syllabi, and workplace training and development. This presentation engages with those challenges facing accountancy and sets out issues within and insights into consequences arising from the evolutionary journey both on the horizon and in the here and now

17.25 PM -17.45 PM Award of Honorary Fellowship

Each year the Centre for Business & Economic Research (CBER) receives nominations in respect of the awarding of honorary fellowships. After lengthy deliberations, the Awards Committee of the Centre for Business & Economic Research (CBER) has shortlisted the candidates and then voted by the members of the Centre to award **FIVE** honorary Fellowships of the Centre for Business & Economic Research. These awards are made for outstanding personal commitment and contribution to knowledge leadership both nationally and internationally in the field of Entrepreneurship and Education. In 2021 and 2022, this Honorary Fellowship will be awarded to the following distinguish individuals:

1. **Prof. (Dr) Chris Bellamy**, Prof Emeritus of Maritime Security, University of Greenwich, Editor-in-Chief International Journal of Maritime Crime and Security, UK
2. **Prof. (Dr) Alan Parkinson**, Deputy Director (Education) and Principal Teaching Fellow, School of Management, University College London, UK
3. **Prof. (Dr) Deepraj Mukherjee**, Kent State University, USA
4. **Prof. (Dr) Malgorzata Magdalena Hybka**, Associate Prof. Poznan University of Economics and Business, Poland
5. **Dr Don Kahawe**, Chartered Marketer, CEO/ Managing Director, Serendib Global Foods Ltd & Biskitos Ltd, UK

17.45 PM Prof. David Graves

CLOSING SPEECH FOR THE 1st DAY CONFERENCE

18.30 PM-20.00 PM: MIX & MINGLE NETWORKING SESSION ON THAMES**18.30 PM -20.00 PM: 90 MINUTES EVENING RIVER CRUISE & NETWORKING**

Your experience begins at 18.30 pm, boarding one of our elegant Edwardian Gentleman's River Launches for a 90-minute cruise taking in the highlights of river life in Oxford. We see Folly Bridge, Christchurch Meadows, the University boat houses. This can be a wonderful time to be on the river as the sun gets lower in the sky and the light takes on a magical quality.

DAY 2
TUESDAY 9 AUGUST 2022

8.00 AM -9.00AM**Registration****9.00AM-9.05AM****OPENING ADDRESS FOR DAY 2****SESSION 12-KEYNOTE ADDRESSES (HYBRID MODE)****9.05am -11.00am (TEA/COFFEE BREAK/NETWORKING: 11.00 AM-11.15AM)****Session: SPOTLIGHT SPEAKERS****Session Chair: Gerald Doyle, Fraud & Financial Crime Consultant, UK****Location: Edmond Safra Lecture Theatre****9.05AM -9.25AM: KEYNOTE ADDRESS****Prof. David Graves, Centre for Business & Economic Research, UK**

Topic: Academic fraud: How can we learn from the past to meet the growing and ever demanding challenges of this virus that is infiltrating the very fabric of academia?

Brief Synopsis

Higher education is expanding on a daily basis. As a result, while there are many, three major trends influence demand for higher education: global growth in student enrolment figures, redistribution of student enrolment among global regions, and an increase in the number of students travelling from country to country in search of quality academic knowledge hubs. Although not yet known, previous pandemic events have added another level of difficulty when dealing with academic fraud. This has resulted in a complete overhaul of working practices in many colleges and universities in a short period of time. Why? Because it has compelled academic programmes to be delivered online. While the issues mentioned above continue to pose major challenges for the stability of academic transparency and accountability in higher education management, we are still faced with the challenge of stopping those who want to beat the system for personal gain. By avoiding this challenge, the current highly respected ethical working practices of the HE Education system will perish. Since it was first recorded in the 1970s, the number of students enrolled in higher education has been estimated to be around 29 million. By the 1990s, this figure had risen to 71 million, and it is now estimated to be in the 200 million range. These figures are only estimates and are not accurate because they were compiled from countries with available data. There are currently 4.3 million students studying in countries other than their own. Academic fraud and corrupt practices occur at all levels of higher education. Academic examinations, the conferring of academic credentials, the procurement of goods and services, and the licensing and accreditation of institutions are all affected by widespread misconduct. Academic fraud and corrupt practices are now widely accepted to involve a wide range of stakeholders, including examination candidates, teachers, faculty members, supervisors' officials, and examination authority employees, as well as managers of courses, programmes, institutions, and universities. Worryingly, parents of students are approaching schools to bribe officials in exchange for academic benefits for their children.

This keynote address will focus on how academic fraud has evolved to such a sophisticated level, threatening the very existence, integrity, and reputations of not only the prestigious red brick Universities, but all HE institutions in every country on our planet, despite the fact that it has existed since time immemorial.

9.25AM -9.45 AM: KEYNOTE ADDRESS**Dr. Warren Matthews**, Professor of Economics, Belhaven University, US*Topic: Restructuring of the Global Economy: The Rise of China***Brief synopsis**

The global economy is constantly restructuring. Some nations always are gaining power and influence, while others are becoming less dominant. China is an interesting case to study, because China has a history of three thousand years or more, and it will soon dominate the global economy in terms of both population and GDP. While the Western nations since the Industrial Revolution have been driven by democracy and free enterprise, China features a strong Communist Party that controls all aspects of production, military power, human rights, and governance. Once the Cold War ended, Western nations facilitated the rise of China by accepting China into international organizations. This was partly based on the hope that a rising China would adopt democracy and free enterprise as practiced in the West. China has assumed leadership roles in some important international organizations, such as the United Nations, the World Trade Organization, and the World Health Organization. Now China has gained more power and income while retaining a strong central government that follows many Marxist principles. China has some national goals that conflict with the Western global order, and China is acquiring the military and economic power to assert those goals. The last 50 years have featured massive restructuring of the global economy, and the next fifty years will deliver even more opportunities and challenges.

9.45AM -10.05 AM: KEYNOTE ADDRESS**Prof. Peter Cook**, University of Wollongong, Australia*Topic: The emerging spectrum of maritime security***Brief synopsis**

What is "maritime security" how is it defined? Admirals, Ship owners, ship's Master, Offshore Platform Managers, Fisherman, Pirates, Migrants, Terrorists, Smugglers and South Pacific Islanders watching the ocean slowly inundate their homes will all have a different definition of maritime security. The presentation will initially explore the historical perspective to the meaning of maritime security, then examine how this complex phenomenon has become disaggregated from primarily a naval responsibility to a more divested public/private responsibility. It will then look at how aspects of maritime crime and security are invariably interrelated and interdependent yet can often be as simple as "criminals in boats." The presenter will finish by offering a view on the dynamics of the phrase, incorporating different perspectives and suggest an analogous way of appreciating the ever-changing elements in the emerging spectrum of maritime security.

10.10 PM -10.30 PM: KEYNOTE ADDRESS**Dr. Srimi Sampalli**, Professor and 3M National Teaching Fellow, Dalhousie University, Halifax, Canada*Topic: Emerging Cyber-threats in the 2020s and How Businesses should Respond***Brief synopsis**

Cybersecurity has continued to dominate the strategic priorities of governments and businesses around the world. While the advent of new technologies promises enormous application benefits, they have exposed new surfaces for cyber-attacks. This talk will highlight the emerging cyber threats on businesses in the 2020s drawing knowledge from current technological trends. In particular, the focus will be in the areas of connected health, critical infrastructure such as smart grids and smart cities, cloud autonomous vehicles, and mobile commerce. The talk will also outline measures that businesses should take to be prepared for emerging cyber threats and how they can respond to cyber-attacks.

Keywords: Cyber threats, emerging technologies, smart networks, ransomware, data breach**10.30 PM -10.50 PM: KEYNOTE ADDRESS****Prof. (Dr) Deepraj Mukherjee**, Kent State University, USA*Topic: Digital Silk Road & Europe: A Game Changer or a Threat?***Brief synopsis**

China's Belt and Road Initiative is one of the most ambitious infrastructure projects ever conceived. The Digital Silk Road (DSR), an important component of the BRI, is a significant undertaking indicating the shift of the global power equilibrium. As part of the DSR, member countries are expected to collaborate on emerging technology for development and trade. The digital economy is the future, and early participation in the DSR reflects the interest of policymakers. However, the current debate in Europe hovers around safety and security issues related to the DSR and issues of ascendancy and control over technology. This article provides a conceptual discussion of international trade statistics and technology concepts such as telecom, blockchains, and Artificial Intelligence (AI) to highlight the dilemma that the DSR poses to European policymakers and organizations/corporations. Given

the shift to a digital economy and the increasing influence of Chinese entities on many aspects of the digital ecosystem, this article identifies and discusses several areas of interest, especially in the domain of advanced technologies such as telecom, digital transactions via blockchains, and data-enabled decision making and control with AI. Our research proposes that European entities must take up the ante regarding their digital transformation game. We highlight the importance of the BRI and DSR in successfully bringing partner countries under one digital development network and the dilemma posed by the need for cooperation in a potentially unequal trade and unfair environment.

Keywords: International Trade, Digital Economy, Artificial Intelligence, Blockchain Technology.

SESSION 13 (PANEL SESSION)

11.15am -13.00pm

Track: Human Resources Management-session 2

Session Chair: Dr. Zeinab Shawky Younis, British University in Egypt, Cairo, Egypt

Location: Edmond Safra Lecture Theatre

11.15am -13.00pm

PRESENTATIONS

- I *Exploring the effect of business strategy on employees' retention during pandemic and after Brexit: the case home care sector in UK*
Olga Crasii; Yehia Sabri Nawar, London South Bank University, UK
- II *A study of impact of transformational leadership on employee engagement in banking sector in India*
Urvashi Sharma, Department of Commerce, Faculty of Commerce and Business, Delhi School of Economics, University of Delhi, India; **Sohan Lal**, Department of English, Satyawati College, University of Delhi, India; **Vishal Garg**, Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, India
- III *Employment challenges among adult male ex-offenders after incarceration: A conceptual analysis of social discrimination*
Muhammad Kamran, Regent College London, UK
- IV *Impact of managerial support on affective commitment: A sequential mediation*
Maryam Rehmat, PhD Scholar, School of Business Administration, National College of Business Administration and Economics, Pakistan; School of Business Administration, Kinnaird College for Women, Lahore, Pakistan; **Ghulam Abid**, School of Business Administration, Kinnaird College for Women, Lahore, Pakistan; **Alia Ahmed**, school of Business Administration, National College of Business Administration and Economics, Lahore, Pakistan
- V *Investigating the Role of Diversity and Inclusion Strategy in Managing Group Conflicts in the Workplace*
Ane Mary Xavier, Yehia Sabri Nawar, London South Bank University, UK
- VI *Defining employee pro-environmental, social and governance behaviors*
Mike Wagner; Melanie Boyle, Carl H Lindner College of Business, University of Cincinnati, USA

SESSION 14 (PANEL SESSION)

11.15AM -11.55 PM

SPECIAL PANEL SESSION ON EDUCATION

Session Moderator: Prof (Dr) Padmakali Banerjee, Vice Chancellor, Sir Padampat Singhania University, India

Location: Andrew Cormack Room (East Wing)

11.15 AM-11.55 PM

Topic: learning innovation through pedagogical eclecticism in the digital era

Session moderator: Prof (Dr) Padmakali Banerjee, FRSA, Vice Chancellor, Sir Padampat Singhania University, Udaipur

A Brief synopsis of the session

The advent of digital platforms in education, even in the remotest corners of the world, ensures education affordability and access to all levels of society. The digital age has transformed education delivery and pedagogy, introduced the hybrid education model,

and combined digital and traditional teaching and learning methods. Innovative learning encourages the development of critical thinking skills for innovative solutions and orients students' output towards a constructive thinking ability through various pedagogical tools in the curriculum. With fast-changing technology and the advent of Artificial intelligence, equipping students with the right skills, knowledge and technical know-how is feasible, and it's building confidence in learners.

KEY PANELLISTS

1. **Prof. Srini Sampalli**, Dalhousie University, Halifax, Canada
2. **Dr David Clemson**, Regent College London, UK
3. **Dr Jo-Ann Rolle, Dean**, Business School, Medgar Evers College, City University of New York
4. **Dr. Mike Wagner**, University of Cincinnati, USA

SESSION 15 (PANEL SESSION)

12.15 PM -13.00 PM

Workshop: Meditation and Leadership

Session facilitator **Prof. Srini Sampalli**, Dalhousie University, Halifax, Canada

Location: Andrew Cormack Room (East Wing)

12.15 PM-13.00 PM

Topic: Meditation and Leadership

Workshop facilitator: **Prof. Srini Sampalli**, Dalhousie University, Halifax, Canada

WORKSHOP

In increasingly frenetic working lives, it is easy for our equilibrium to be upset by personal frustration, stress, and the crossed wires in interpersonal relations. That said, there is a growing recognition that meditation has a constructive role to play, especially in respect of leadership and well-being. As well as exploring some of the potential benefits of meditation, this workshop will take a heuristic approach aimed at furnishing participants with some useful strategies that can help inform and shape future behaviour. Areas of focus will include *Cognitive awareness; Mindfulness and attendance and productivity dividends; Empathy and acceptance; Time, Space and Organisational Culture; Meditation in the mainstream; Simple strategies for greater clarity of thought; Spaces for reflection*

SESSION 16 (PLENARY SESSION)

11.15AM -13.00 PM

Track: Growth and Economic Development

Session Chair: **Prof. Pellegrino Manfra**, City University New York, USA

Location: Seminar Room 19-East Wing (**VIRTUAL MODE**)

11.15 AM-13.00PM

11.15 AM -11.40 AM: KEYNOTE ADDRESS

Prof. Dr. Muhammad Shoaib Khan Pathan, Director ORIC, Government College University, Hyderabad, Pakistan

Topic: Sustainable Climate Approach and Marginal Context of Environment Economy: A Classical Analyse Matters.

Brief synopsis

In the worldwide world, the climate has become a scant asset. Since the economy is tied in with adapting to asset shortage, the climate and the economy are interconnected. Then again, it is additionally evident that the economy, which types both confident and negative outwardness, effects the environment. Hence, it is unconceivable to imagine handling ecological issues from the out of the economy. Today, there are some monetary movements, for example, increasing use reliant on spending middles, city reestablishment, fast public growth, and so on one method of tackling the economy is to assurance that the expenditures and compensations of natural events are adjusted. While it is hard to appraise the expenditures and rewards, there is a developing interest for this to occur before monetary movement. Monetary and usual goals are frequently seen as opposing. It is putative that a choice must be made amongst one and the additional, and this can't be talented concurrently. To alteration this discernment, certain actions must be occupied at both the community and international levels. Now, a real usual review is important consistently to assurance a green economy. In this investigation, we drive look at what has been complete on the earth as to the green economy. In this specific circumstance, we will take a gander at what we need to do in Turkey as far as enactment.

11.40 AM -12.00 PM: KEYNOTE ADDRESS**Prof. Hoda Abd El Hamid Ali Mohamed**, Future University in Egypt, Cairo, Egypt**Topic:** *The Challenge of Sustainability in a Changing World Economy***Brief Synopsis**

The economic literature has shown that there is a growing consensus that economic development is a multi-dimensional process that involves overlapping interactions between its different objectives. Achieving sustainable development has become one of the most important and urgent need in the development agenda in most developing nations which is considered a great challenge especially in such a changing and globalized economy. The 2030 Agenda for Sustainable Development commits to promoting development in a balanced way – economically, socially, and environmentally – in all countries of the world, leaving no one behind, and paying special attention to those people who are poorest or most excluded. Our world economy has witnessed a lot of crises since the global financial crisis 2008 to the pandemic of covid 19 in 2020 to recently the Russian-Ukrainian war in 2022. Such crises have caused a huge rise in global food and energy prices and an increase in the indebtedness of many countries, especially for developing countries that suffer from weak economies and distorted policies. To keep pace with the new and evolving events and trends many changes must be made in the policies and strategies adopted by the governments of developing countries.

PRESENTATIONS

- I *The Trade participation of developing countries in the context of the global value chains*
Heba Al-Sayed Mohamed Tolba, Faculty of Economics & Political Science, Future University in Egypt
- II *Restricted benefits of globalization*
Rakesh Kumar Arya; Urvashi Sharma, Manav Rachna International Institute of Research and Studies, India
- III *The Relationship between Efficiency of Education and Economic Development: A Comparative Study*
Hoda Abd El Hamid Ali, Vice Dean for Education and Student Affairs, Faculty of Commerce and Business Administration Future university in Egypt; **Hajar Tarek Mahmoud**, Senior Economic Researcher, Future University in Egypt
- IV *An analysis into the causes of the dotcom bubble and the us housing crash of 2007: Is the FED orchestrating the next "financial superbubble"*
Pellegrino Manfra, City University New York, USA

SESSION 17 (PLENARY SESSION)**13.00 AM -14.00PM****Session: KEYNOTE ADDRESSES AND MIS****Session Chair: Dr. Ghada Refaat**, Future University in Egypt, Egypt**Location:** Seminar Room 19-East Wing (**VIRTUAL MODE**)**13.10 PM -13.30 PM: KEYNOTE ADDRESS****Prof. (Dr) Srinivasan R. Iyengar**, Director, JBIMS, University of Mumbai, India**Topic:** *Cluster Economy: Focus local to Compete Global***Brief synopsis**

The cluster model is a new economy competition. Competition in today's economy is far more dynamic. Clusters are geographic concentrations of interconnected companies and institutions in a particular field. Paradoxically the competitive advantage in a global economy lie increasingly in local things - knowledge, relationship, and motivation that distant rivals can't match. Conventionally the world-class mutual fund companies are located in Boston, fashion shoe design companies are in Italy, the best movies are produced in Hollywood, automobile companies are located in Detroit, and IT companies are in Silicon Valley. Today economic map of the world is dominated by clusters that are critical masses in one place of unusual competitiveness and success in particular fields. Now sourcing of capital, goods, information, and technology from around the world with the help of communication diminishes the role of location as competition. Companies can mitigate the risks, and location advantages become irrelevant. Today movies produced in Hollywood are distributed in India and are translated as multilingual because of Bollywood, sandalwood, Tollywood, Kollywood and many other regions for successful distribution. Now world-class automobile manufacturers are in Noida, Chennai, Pune, Gujarat, and Hyderabad clusters. The cluster encompasses an array of linked industries, suppliers, and complimentary products related to industries. Typical cluster constituents include suppliers, producers,

customers, labour markets and training institutions, financial intermediaries, think tanks, professional and industry associations, university departments and schools, regulatory institutions and bodies of law and government.

Businesses do not compete in clusters but collaborate. However, there is also cooperation in connecting businesses in the connecting sectors, which means that competition can harmonise with cooperatives. Clusters promote competition and cooperation in the form of alliances. Clusters can affect competition by increasing productivity, driving the pace of innovation, and simulating the new form of businesses. Strategic alliances or collaborations allow companies to access new markets, expand geographic reach, and obtain cutting-edge technology, complementary skills, and core competencies relatively quickly. Strategic alliances have become a key source of competitive advantage for firms. They have allowed them to cope with increasing organisational and technological complexities that have emerged in the global market. Using a broad interpretation, strategic alliance is a relationship between firms to create more value than they can on their own. Firms unite to reach objectives of common interest while remaining independent. Companies are forming alliances with their rivals, suppliers, and customers.

In conclusion, clusters can be a powerful tool for achieving a company's strategic goals. Through cooperation and sharing of resources, "one plus one" may "equal three." All intersections of clusters, insights and skills from various fields merge and sparking new businesses.

PRESENTATIONS

- I *Generation Z & Y preferences of user acceptance of mobile health recommender systems*
Ghada Alaa, Associate Professor of Software Engineering, Information & Decision Support Center IDSC, The Egyptian Cabinet, Egypt; **Ghada Refaat El Said**, Associate Professor of Management Information Systems, Department of Management Information Systems, Future University in Egypt, Cairo, Egypt
- II *Assessing the digital readiness of a company: An Exploratory Qualitative Study*
Pallavi Jain, Global Engagement Manager, HCL Technologies, India; **Neera Jain**, Management Development Institute Gurgaon, India
- III *A comprehensive model for factors affecting the usage of computer-assisted auditing tools and techniques*
Ola Mohamed Shawky Eissa, Accounting department, Faculty of Commerce and Business Administration, Future University in Egypt

13.00-14.00
BREAK FOR LUNCH

SESSION 18 (PLENARY SESSION)-HYBRID MODE
14.00PM-15.15 PM (TEA/COFFEE BREAK/NETWORKING: 15.15 PM-15.30 PM)

Track: SPECIAL PANEL SESSION ON POST COVID-19 TOURISM

Session Moderator: Prof. Atish Prosad Mondal, St. Xavier College, Kolkata, India

Session will be introduced by **Dr P. R. Datta**, CBER, UK and Regent College London, UK

Location: Edmond Safra Theatre

14.00PM -14.20 PM: KEYNOTE ADDRESS

Prof. Atish Prosad Mondal, St. Xavier College, Kolkata, India

Topic: Global tourism scenario- post covid crisis and road towards sustainable solutions

Brief synopsis

Tourism is considered as one of the largest employment creator and revenue generator in global economy and United Nations include tourism sustainability as an important ingredient of sustainable development that are accepted and practiced globally. Due to Covid 19 pandemic tourism activities have been affected creating economic crisis in many countries depending on international tourists' arrival. It is the need of the hour to find avenues towards sustainable solutions in order to revive global tourism for a better world.

PRESENTATION

- I *Towards the realization of Ghana's tourism potentials: case of "destination Ghana"*
Gad Asorwoe Akwensivie, Ministry of Lands and Natural Resources, Accra, Ghana

14.40 PM-15.15 PM: SPECIAL PANEL DISCUSSION

The primary aim of this unique panel discussion is to investigate some of the most important challenges in international tourism and to hear the country-specific viewpoints of the speakers. During this panel discussion, the following topics will be addressed:

- Country specific tourism scenario- share in GDP, employment and revenue earning
- Challenges faced by tourism industries due to covid 19 pandemic
- Revival strategies and government initiatives post covid

PANELLISTS

1. **Hon. Minister, Dr. Ibrahim Mohammed Awal**, Ministry of Tourism, Arts and Culture, Ghana
2. **Prof. David Graves**, Centre for Business & Economic Research, UK
3. **Dr. Zeinab Shawky Younis**, British University in Egypt, Cairo, Egypt
4. **Prof. Dr. Malgorzata Magdalena Hybka**, Poznan University of Economics and Business, Poland

SESSION 19 (PANEL SESSION)

15.30 PM-17.00 PM (TEA/COFFEE BREAK/NETWORKING: 15.15 PM -15.30 PM)

Track: GLOBALISATION AND INTERNATIONAL TRADE

Session Chair: Dr. Warren Matthews, Professor of Economics, Belhaven University, USA

Location: Edmond Safra Theatre

15.30 PM -17.00 PM

PRESENTATIONS

- I *How successful will be the cop26 agreement on de-forestation? A game theoretic analysis*
Richard Fairchild; Baris Yalabik, School of Management, University of Bath, UK
- II *Impact of Brexit on Textile/Clothing and Footwear UK imports*
Rachel A. English, School of Business, University of Leicester, Leicester, UK
- III *Restructuring in the global aerospace sector: understanding the changing skills, high-performance working, and human resource management*
Chris Forde; Ian Greenwood; Jonathan Winterton, Centre for Employment Relations Innovation and Change, University of Leeds, United Kingdom; **Nafisat Olabisi**, Leeds University Business School, UK; **Andrew Shires**, Department of Mechanical Engineering, University of Leeds, United Kingdom
- IV *Absolute globalization: The way to confront the global challenge*
Md. Nazmul Hossain; Barek Hossain; Raju Mohammad Kamrul Alam, RUDN University, Moscow, Russia
- V *Region-wise spillover effects from Foreign Direct Investment (FDI) in Emerging Markets: Evidenced from India*
Lalajike Vishwanath Sadanand, Regent College London, UK
- VI *Sustainable development imperatives and poverty alleviation initiatives: A cross country evidence*
Ujunwa C Enemu, Department of Management Technology, School of Management Technology, Federal Univeristy of Technology, Owerri, Nigeria; **Patrick L. Akpan**, Department of Business Management, Faculty of Business Administration, University of Uyo, Nigeria

SESSION 20 (PANEL SESSION)**15.30PM -16.45 PM (TEA/COFFEE BREAK/NETWORKING: 15.15 PM-15.30 PM)****Track: New Marketing Trends/Growth and Economic Development****Session Chair: Prof. (Dr.) Deepraj Mukherjee, Kent State University, USA****Location: Andrew Cormack Room (East Wing)****15.30 pm -16.45pm****PRESENTATIONS**

- I *Remittances flow to India and its impact on growth over three decades since 1991*
Asim K. Karmakar, Department of Economics, School of Professional Studies, Netaji Subhas Open University, India; **Subhajit Majumder**, Department of Economics, University of Gour Banga, West Bengal, India; **Subrata Kumar Ray**, Prabhu Jagatbandhu College, Howrah, University of Calcutta, West Bengal, India
- II *Testing Dutch disease syndrome via foreign direct investment: A case in Mauritius*
B R B Cotobaly; B Seetanah; N Gopy Ramdhany; R Bhattu-Babajee, University of Mauritius, Mauritius
- III *Exploring factors affecting consumers' interaction with banks' chatbots: extending the UTAUT model*
Isaac Ofori-Okyere, Takoradi Technical University, Department of Marketing and Strategy; **Edhiem Farag**, University of Bolton, Institute of Management, United Kingdom
- IV *The paradox of consumer choice and bounded rationality: Emerging discourses*
Sarat C Das, Bucks New University, UK, and Director (Research), C3S Business School, Spain
- V *Old age pensions and economic development: Analysing the economic return of Pension in Mauritius*
Gopy Ramdhany N; Seetanah B; Ramphul N; Bhattu-Babajee R; Teeroovengadum V, University of Mauritius, Mauritius

SESSION 21 (PANEL SESSION)**15.30 PM -16.45 PM (TEA/COFFEE BREAK/NETWORKING: 15.15 PM-15.30 PM)****Session: E-POSTER PRESENTATIONS****Session Chair: Prof. (Dr.) Gairik Das, IISWBM, Kolkata, India****Location: Seminar Room 19-East Wing (VIRTUAL MODE)****PRESENTATIONS**

- I *The effect of working capital management on small and medium sized enterprises (SMEs) profitability in Egypt*
Engy Sadek Mohamed Sedky, Future University in Egypt, Egypt
- II *ThriftIT Project (web based online thrift store)*
Ahmed Sayed Salama, Basant Mohsen; Eman Mostafa; Eslam Mohamed; Marwa Hanaa; Roba Mohamed; MIS department, Future University in Egypt, Egypt
- III *The effect of creative accounting on firm performance*
Mohamed Srour; Aya Walid Adel; Eman Hamdy Ali; Shaimaa Mohamed Adel; Sherry Maged Ibrahim, Accounting department, Future University in Egypt, Egypt
- IV *The impact of business intelligence and enterprise resource planning (erp) on management accounting practices*
Mohamed Srour; Lina Jamal; Sondos Sherif; Dina Ragab; Shrouk Khaled; Lina Diaa, Accounting department, Future University in Egypt, Egypt
- V *Exploring the emerging trends in tourism marketing*
Sara kamal; Nourham Adel; Nourcen Mohamed; Menntallah Wael; Reem Hassan; Almoatasem Bellah Ibrahim; Naglaa Mohamed Diaa, Business administration department, Future University in Egypt, Egypt

- VI *The effect of covid-19 on human resources information system*
Ahmed Azmy Zaki; Lamis Assem; Salma Khaled; Hagar Yehia; Hanan Sherif; Esraa Mohamed,
 Business administration department, Future University in Egypt, Egypt
- VII *Future of HRM practices in the 4th industrial revolution*
Ahmed Azmy; Lara Mamdouh; Ameer Ashraf; Eman Khaled; Kareem Reda; Sara Adel, Business
 administration department, Future University in Egypt, Egypt
- VIII *The impact of behavioural biases on investment decision making*
Ahmed ElSayed; Ahmed Mahmoud; Mariam Reda; Marwa El Maghawry, Department of
 Finance, Future University in Egypt, Egypt

SESSION 22: CLOSING SESSION**17.00 PM-17.45 PM****Session Chair: Prof. David Graves, Centre for Business & Economic Research, UK****Location: Edmond Safra Theatre****17.00pm CLOSING REMARKS & FEEDBACK****17.00-17.10: MESSAGE OF APPRECIATION****David Graves, Centre for Business & Economic Research, UK****17.10-17.25: ANNOUNCEMENT OF BEST PAPERS, E-POSTERS, BEST PAPER PRESENTERS & REVIEWERS****17.25-17.45: CLOSING REMARKS****Prof. Ghadeer Mohamed Badr Eldin Aboul-Ela,** Vice-Dean for Postgraduate Studies, and Research
 Future University in Egypt**Dr Jo-Ann Rolle,** Dean, Business School, Medgar Evers College, City University of New York**Dr Chris Wood,** Director of Research, Publications and Enrichment, Regent College, UK**Dr P.R. Datta,** Executive Chair, Centre for Business & Economic Research, UK and Regent College
 London, UK**Feedback from the audience****Conference closes**

We wish you well for the remainder of your stay and for your homeward journey

11th International Conference on Restructuring of the Global Economy (ROGE)

List of Participant & Institution Represented

Author's Name	Institution, Country
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Chris Forde	University of Leeds, United Kingdom
Chris Wood	Regent College London, UK
Clifford D. Fisher	Purdue University, USA
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Eman Khaled	Future University in Egypt, Egypt
Eman Mostafa	Future University in Egypt, Egypt
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